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ABSTRACT

The New Mexico State Library and the State Planning Office cosponsored a meeting to introduce Reading Is Fundamental to a wide cross-section of the state in September 1973. This meeting led to the establishment of numerous Reading Is Fundamental projects throughout the state in the summer of 1974. The planning, organization, execution, and results of these projects, administered by the Library Development Division of the New Mexico State Library and funded through the Library Services and Construction Act Title I, are reported in this document. Copies of application and evaluation forms, news releases and stories, and miscellaneous program materials are included in the appendixes. (TO)

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READING IS FUNDAMENTAL

RIF

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RIF IN NEW MEXICO

A report on the Reading Is Fun-damental projects administered by the Library Development Division of the New Mexico State Library and funded by LSCA Title I.

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MAKING A BEGINNING

The outrageously bold idea that children should have the opportunity to choose for themselves a book to read and then to keep that book for their very own is not an obvious "library-type" program--but why shouldn't it be? This was the question that presented itself to the New Mexico State Library staff. In a state with countless reading problems among children and low adult educational levels, a reading promotion based on free choice, pride of ownership, and community involvement had a unique appeal. Individuals around the state knew of this kind of nation-wide program, but no coordinated effort to publicize and encourage its ideas had been made in New Mexico.

The New Mexico State Library and the State Planning Office co-sponsored a meeting to introduce Reading Is FUN-damental (RIF) to a wide cross-section of the state in September 1973 (see Appendix I). Mrs. Barbara Ronan, Western Regional Director for RIF, came to Santa Fe and explained to 42 participants from 25 different interest areas what RIF was all about. Publicity and information concerning RIF was developed and distributed around the state. News releases and notices (see Appendix II) were sent to local newspapers and radio stations. One Albuquerque television station had covered the September meeting and the three Albuquerque stations ran the RIF public service spots during the next few months. NET-Channel 5 devoted a 15-minute segment of Prism, a community affairs program, to RIF in November. Inquiries were received at the state library on an average of two to five a month during the winter, but no visible projects developed.

The State Library felt that the RIF concept had merit and should be supported, but lack of funding limited this support to maintenance of interest. Information packets from the RIF office were assembled and mailed on request. The State Library became a temporary RIF switchboard, answering questions and acting as liaison between interested people. Invitations to talk to civic groups were accepted. The film, Bequest of Wings, was made available statewide with bookings through the State Library. Prior to State Library involvement there had been only one RIF project in the state, at Dexter, New Mexico, funded by that community's national Right to Read grant. Reading Specialist, Dennis Pabst, who had been involved in this 1973 Dexter RIF project, shared his experience and enthusiasm, providing an informal pilot program for our consideration.

The situation in the early months of 1974 was one of high interest but no tangible results. Target groups abounded, eager volunteers were ready to work, but no group or community seemed able to overcome the money barrier.

Although the philosophy of RIF is for communities to raise their own money for projects, the small New Mexico villages and rural areas which are most in need of such a program have few civic clubs or service organizations. Economic levels are generally low, and money to give books to children is not easy to come by. Where local libraries exist, their tight budgets do not allow for such expenditures as a RIF project.

It became increasingly obvious that outside funding was needed for communities to make use of the RIF idea, at least the first time around. Provided the State Library had Title I money to use for such a project, was our full commitment really worth it? What were we talking about in staff time and cost? What were the conditions that would make such a program valuable to the people of New Mexico? Was this type of reading motivation program reasonable for a library to promote? How could we go about it, if all these answers were favorable?

Some facts were at hand for evaluation. Needs assessment data compiled for Fall 1973 Library Workshops showed that 42% of rural New Mexico's over-25 population had an eighth grade or less education level. Of rural New Mexicans, 60% were from a Spanish-American or Indian background and spoke a native language other than English. Of these citizens, 61% were below the $15,000 level and 29% were below the poverty level income. Of the rural population, 36% were under fourteen. It appeared reasonable to assume that low educational levels, the difficulties of a multi-lingual environment, and middle to low economic levels were not factors that would generally support or promote reading as a valuable activity.

Experience with the regional bookmobile services gave further insight. Regular bookmobile use tends to drop off during junior and senior high school years, even after an enthusiastic younger start. Many young adults move away from small communities, and among those who remain, interest in books and reading is not particularly strong. Without parents as reading models and without their support for reading activity, a negative attitude toward the value of books results for many youngsters.

While we were not concerned with a full-scale examination of the factors contributing to this socio-educational situation, the profile derived from studying this data made it clear that there were real literacy needs to be met in the rural communities of New Mexico, and this prompted the New Mexico State Library to go ahead with plans for the first RIF program administered by a state library.

Librarians in New Mexico have begun to come up with new answers to old questions, and to ask a few new questions of their own. Who is the library to serve, only the highly literate or everyone in the community? Is it enough just to open the doors, or are we to reach out into the communities with our services? It is a healthy dialogue, and working with RIF projects has added a new element to the discussion.

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SERVICE AND MEDIA AND TODAY--A DIALOGUE

Since everybody watches TV anyway, what do we need books and reading for?

We're overwhelmed and besieged by media--all kinds. Ads, announcements, commercials, flyers in the mail, you name it. The need to understand what is written, print literacy if you will, has been joined by an increasing necessity for media literacy. With competencies in both of these areas, people can cope more intelligently with the media bombardment.

Isn't teaching literacy a job for the schools? The library is for people who read.

NO... to question and statement! Today's libraries and libraries of tomorrow have a larger role than that of being a book shelf. The national focus on everyone's right to read should have alerted librarians to the idea that readers, if not an endangered species, are certainly a downgraded one. Libraries have an obligation to encourage literacy if we do not intend to become the economic dinosaurs of the 21st Century.

Are you saying our proven methods of service are not any good?

Certainly not! But there is a growing realization that something new must be added. The effectiveness of our service has been gradually diminished as other influences crowd in. We must do more than unlock the door and wait for readers to come. Our services must reach out to non-users with information of value to them --in a form they find easy to handle. In addition, we must encourage reading as a survival skill, not just a leisurely pastime.

I don't follow how the idea of RIF fits in with all of this? It is a reading program for kids, so it can't be too different from what we have done before.

Oh, but it is different. RIF reaches out to people who are turned off by libraries. The children have a good time selecting and owning and reading their books, and adults have a good time helping them.

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But we have summer reading programs and anyone can come.

The regular summer reading programs in most libraries are fine and they reach many children. RIF is a different game, though. We like the non-competitive nature of RIF, plus the fact it is directed mainly to those children who may not be in the usual public library program or who do not read the usual required number of books and so do not get the Super Reader Award or whatever. There are some real basic reasons for this attitude. Do you want my soapbox speech?

Not really! But I imagine you will go ahead anyway.

Right you are! Children who experience repeated failure will react in different ways. Some will grit their teeth, persevere, and prove to everyone that they can do it. Others will react with anger. They grow to hate schools and libraries because of their bitter frustration with reading. Another group will retreat into disinterested passivity, waiting for the book to be closed and the TV to be turned on. For a lot of children and adults, libraries are associated with more pain than the dentist's office.

Isn't that rather extreme?

Not really. Of course, reactions differ. Each child is an individual, even if we do often lump him into generalities. But the child who feels he is a failure and knows frustration as his reading companion isn't going to be excited about having to read ten books in a library reading program to get his name on a gold sticker that he then takes home to a parent who thinks book-reading is a waste of time, anyway. He probably will never walk through the library door.

And RIF is the only way to coax him through the door?

We think it's at least one way. No problem of this size has just one solution. But before we leave this background and get back to the projects, let me tell you why we think RIF makes sense as a library project in New Mexico.

Briefly?

Briefly. New Mexico has reading problems among adults and children. RIF reaches children at their own level and involves adults in the community in a participatory way. RIF does not demand reading competition from those not equipped to compete,

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nor does it penalize those with inadequate skills. Instead, it provides a pleasant positive experience for children, some of whom may see themselves as reading failures.

But wouldn't these children value books more if they had to pay for them?

If you don't read anymore than you have to because you feel inadequate or insecure about reading, you are not likely to spend your only dollar for a book, are you?

No... Not likely.

Okay. So here you are, pretty turned-off. Someone shows you a whole table-full of colorful, attractive books and says, "Look them over and pick one you would like to keep. It's yours." ... So you get to choose this book all by yourself, and whether you can read it or not, "they" let you choose it and write your name in it, so maybe you're not so dumb! It's the first book you've ever owned. So what are you going to do about it? Well, "they" didn't tell you it was too hard for you or not the right one, so... you own it and that's your name on the cover. It's yours, and maybe you will read it... or swap it for another one... or maybe just let it belong to you for awhile to get used to the idea of owning a book. It's your choice and no one is telling you what to do and how to do it. You feel good about making a choice and having it stick. That is what RIF offers... Reading Is Fun-damental gives each child reinforcement and evidence of his own value and ability. Besides encouraging reading as fun, it is a good cultural and self-identity process for New Mexico children and just good personal identity for anyone. That wasn't so brief, was it?

No, not so brief, but did I get it right? It is not a new idea or unique to New Mexico, that people generally prefer activities they enjoy and generally do not enjoy activities that make them feel insecure or inadequate. Rightly handled, a RIF project should spark interest in reading and encourage children and their parents

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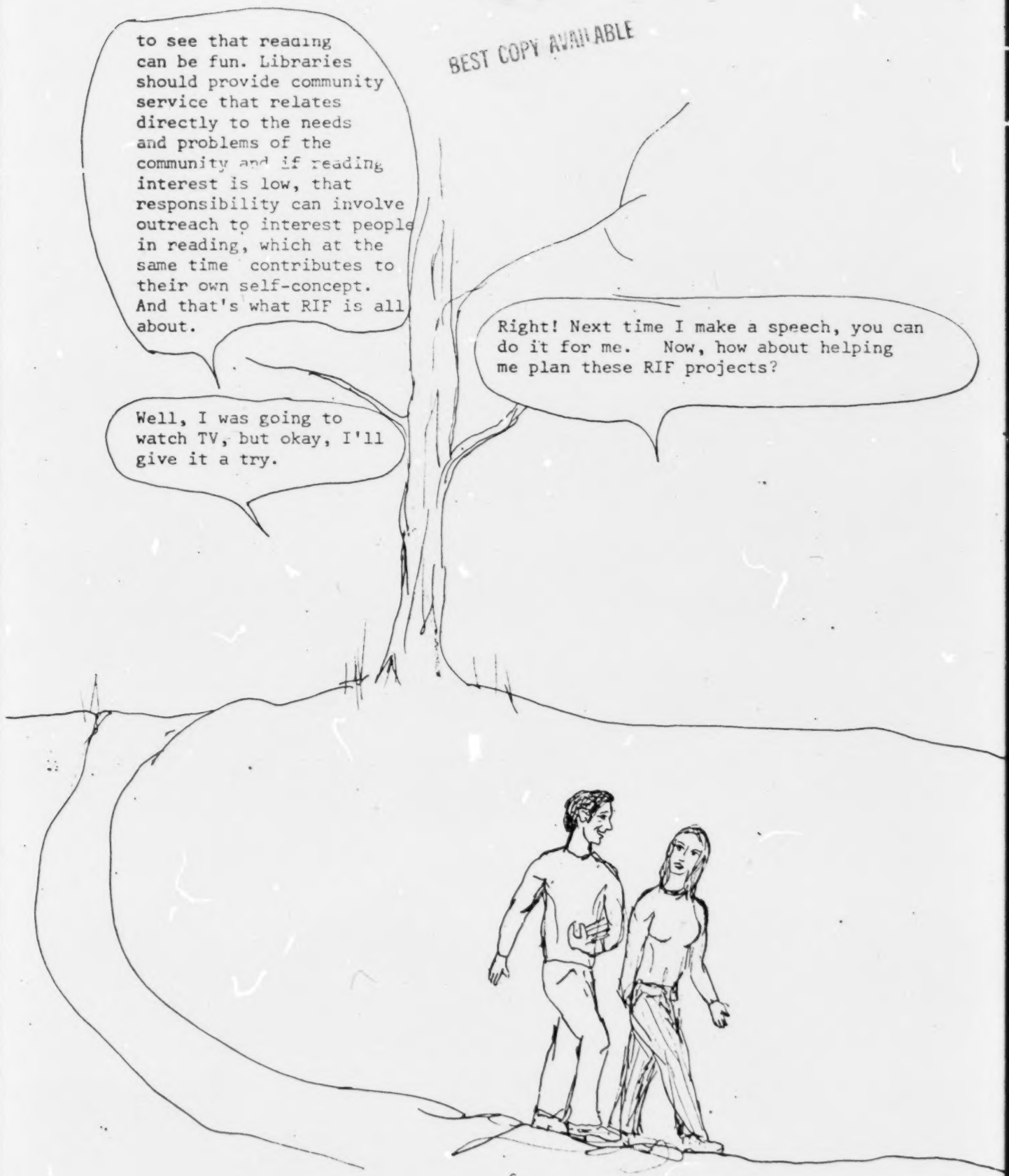
to see that reading can be fun. Libraries should provide community service that relates directly to the needs and problems of the community and if reading interest is low, that responsibility can involve outreach to interest people in reading, which at the same time contributes to their own self-concept. And that's what RIF is all about.
Right! Next time I make a speech, you can do it for me. Now, how about helping me plan these RIF projects?
Well, I was going to watch TV, but okay, I'll give it a try.

Interest in RIF was running high. The project had shifted into the planning phase, and the working relationship between the State Library and the local organizers was becoming more clearly defined. Each community would provide an organization for its RIF project. The State Library would provide funds for the projects, plus necessary training, support, and backup help; the local organization would select and order suitable books, organize distribution days, and make local contacts, announcements, and arrangements for activities. Thus our project would become their project and more nearly meet their expectations and needs.

As part of the State Library system, the six regional libraries (which operate bookmobile service to rural areas) seemed to be a logical starting place, and a per book cost of seventy cents appeared to be a reasonable cost estimate. In March 1974, news came from Washington that impounded federal funds might soon be released. Thus a crucial ingredient was provided. The RIF idea was introduced to the regional librarians during a regular quarterly meeting and they responded favorably, although with understandable questions about time/staff factors. Even with community help we were aware of potential communication problems and saw a real need for locating capable resource people. Each region agreed to select one or two possible target areas with all of the problems in mind, such as the need for bookmobile tie-in, the need to fit RIF days into busy schedules and coordinate them with existing activities. Our regional people accepted these challenges with their usual willingness to go beyond routine levels of service.

On March 11, announcements (see Appendix III) were mailed to the 39 public libraries briefly explaining RIF and inquiring about local interest in this project for a summer reading activity. Thirty-seven responded "yes, we're interested," and application forms with additional information (see Appendix IV) were mailed to them. Librarians were encouraged to call to clarify procedures. We suggested that the short lead-in time would control the size of their target groups and projects. For them, too, community participation was a must, either through an existing group which would agree to work with the RIF concept or through a group of interested "Summer RIF Volunteers." Many public libraries in New Mexico are one or two person operations, so the volunteers would share the work as well as provide community participation in the project.

Eleven public libraries completed their applications by the April 17 deadline with the necessary estimate of funding needs and with the necessary community organization. The bookmobile librarians had settled, meanwhile, on their target areas and the number of children to be included. Impounded funds were released. Money was allocated for the distribution of five books each to an estimated 1,763 children, and the State Library Commission approved the grants.

With local RIF projects designated and funded, Barbara Ronan came to Albuquerque on April 29 and 30, 1974, bringing along trunks of books and two enthusiastic helpers, Donna Stevenson and Tina Bradley, to show community representatives and librarians some of the "nuts and bolts" of a RIF program. The two local book vendors cooperated by providing book displays,

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lists of publishers with materials that were immediately available, and delivery schedules for ordered materials. Nearly all of the representatives took home or placed orders for enough books for their first distribution. RIF was on its way!

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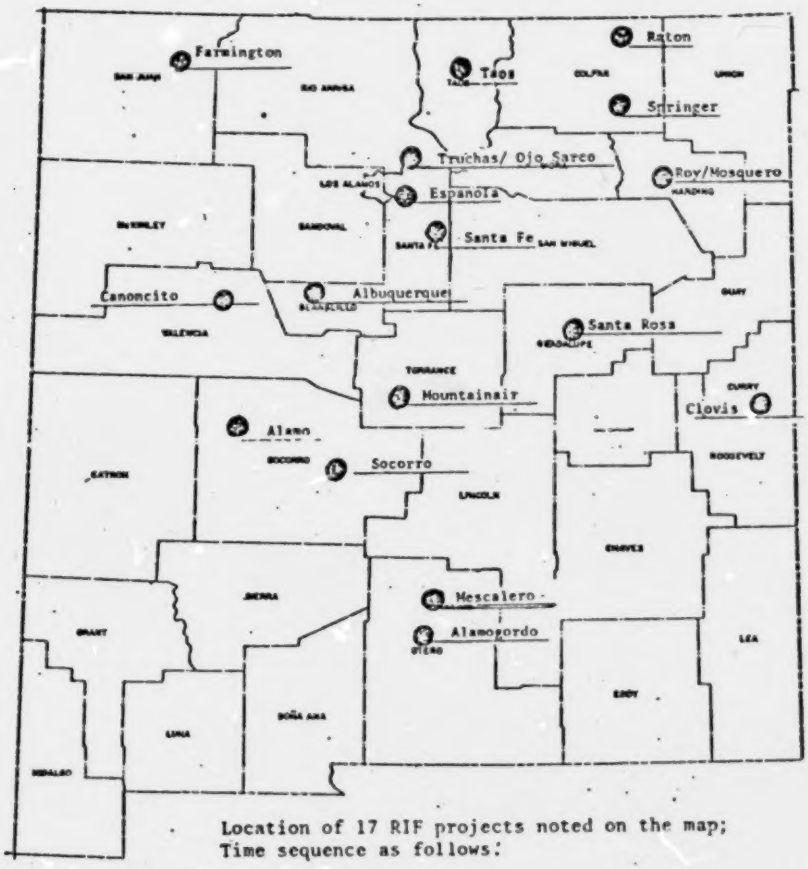

Location of 17 RIF projects noted on the map; Time sequence as follows:

September 25, 1973	First meeting of interested persons around the state convened through the cooperation of the New Mexico State Library and the State Planning Office.
March 7, 1974	Regional librarians began planning
March 11, 1974	Invitations to apply sent to 37 public libraries
April 17, 1974	Applications due at the state library
April 29, 1974	Workshop with Barbara Ronan, Western Regional RIF Director
June - September	Distribution months
September 15, 1974	Final evaluation due

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In August of 1974, when the local RIF projects were about two-thirds completed, a report form was sent to all project directors asking them to describe and to evaluate the effectiveness of their projects. (The report format can be seen in a completed report in this section. Some communities went far beyond the limits of the form, and two such enthusiastic reports will be included here as well.) The impression one gets from reading these reports is overwhelmingly favorable, but there are also many suggestions and criticisms that should be very useful in the future.

There was no plan to do a statistical evaluation of RIF's impact in New Mexico, but the Santa Fe Public Library did compile some statistics for their project area which they sent along with their report. Here is what they said:

> "The circulation for the areas of Tesuque and Chupadero, based on the bookmobile stops for July 1973 compared to those of July 1974, increased by 180 per cent. The adult circulation showed an increase from no circulation for July 1973 to 56 books for July 1974. The circulation for the Children's department at the main library increased 15 per cent.
>
> "The factors we consider that have helped with this increase in circulation are as follows: Familiarity with the bookmobile (as of July 1973 was a new thing and it has since become somewhat established in the communities); a factor for the three months of this summer we feel has been the increased interest in reading due to the RIF program.
>
> "There have been many new faces on the bookmobile since the start of the program this summer. Most of these have been kids, but several adults, mostly from the Chupadero area, have used the bookmobile for the first time this summer.
>
> "As the bookmobile had been servicing this area before the program, no new projects have been started as a result of RIF. However, the RIF program has pointed out specific areas of need and interest, and helped to determine levels of education that will be very useful in the aquisition of books and the planning of future library projects.
>
> "We feel that the program has been very successful and would hope that RIF may be continued in the future."

The dominant message from the reports is that when RIF came to town, good things began to happen. The tone of this message ranges from a buoyant note from the Northern Regional Library that "it surely was a joy to see children taking pride in their books," to the more sardonic remark of a parent in Tesuque that "it's about time the government sponsored a worthwhile program."

The reports support two psychological tenets of the RIF program: that children who are not familiar or comfortable with books can quickly overcome this discomfort when they receive a gift of books freely given, and that the pleasure and pride of owning books will break down barriers in the minds of children who have come to associate books with competition, frustration and failure. "Books became a regular feature of

these children's lives this summer" says the Santa Fe report. The Southwest Region reports that "the RIF distribution had a definite impact on the children living on the reservation. After the first distribution, they became very selective about titles and subjects." From the Southeast Region Mescalero project: "the children are asking when the next book day will be. They were all proud to receive books and to be able to keep them." From Truchas in the northern mountains comes word that "this was something Truchas and Ojo Sarco have needed for a long time. Children have shown an increased interest in our library program." When it became apparent that there were more than enough RIF books to go around, children were brought from the village of Cordova to Truchas to join in the fun.

Woody Anderson, children's librarian in Farmington reports: "excellent response from the children, parents, and workers -- even greater than I expected. There have been several groups here in the city that have tried various ways of getting children and books together, and this program seemed to really give them a perspective into what a good program could effectively do for children."

Project directors and volunteers showed a good deal of ingenuity and creativity in adapting RIF to their communities and in providing little touches that further enhanced the experience for the participating children. Mr. Allan Florsheim, a printer in Roy, New Mexico, provided printed labels to the Northeastern Regional Library RIF project. This little refinement pleased the children immensely.

Although in the area served by the Northwest Regional Library there was "a general lack of interest in the planning and implementing among the residents," the project staff managed to overcome this apathy by scheduling a RIF day to coincide with the day of the annual Canoncito Rodeo, and by having the rodeo announcer tell the crowd that at halftime free children's books would be distributed by the RIF project. Thus the problems both of distance and apathy were overcome by borrowing somebody else's audience.

In Alamogordo, when it was discovered that there were more books than children, the children were told to go out and bring a friend back with them. In Espanola a junior magician was employed to highlight the activities. In Truchas there was a filmstrip about the Lollipop Dragon, and in Mescalero the children heard their voices on a tape recorder. The project conducted by the Albuquerque Public Library for children in the mountain villages of Tijeras and San Antonito featured movies, puppet shows, storytelling, folk singing, clowns, and ice cream. All of this, and free books too!

But before this report turns into a rave review, let us consider some of the persistent problems and the criticisms that were encountered. In remote, thinly-populated regions there was a good deal of difficulty getting children together since school was out and they were scattered all over the county. The Eastern Plains Regional Library report expands on this theme. "Response to our RIF program at Mountainair was not good. Out of sixty eligible children the most we had was fifteen. This was due to the fact that the majority of the children live in rural areas and could not make it into town." The report from the Fred Macaron Public

Library in Springer notes the same problem, with the suggestion that "Due to our scattered community the library board felt that if we have another RIF program, we should have it during the school year."

In Alamogordo, where several community organizations attempted to cooperate in organizing the RIF project, there were problems caused by disorganization within one of the groups. "The Self-Help Program did not have a good director for Shady Tree this year" says the report, "and consequently that program didn't ever get more than a half-hearted start and fizzled out quickly so we didn't get much done in that area and were late starting and very disappointed." Despite this lack of smooth cooperation, there is enthusiasm for another RIF project in Alamogordo next year, although the report concludes that "The Junior Woman's Club will not work with Shady Tree again."

There were a few instances of dissatisfaction with the selection and quality of the books. In Mountainair one of the volunteers "questioned the quality of the books and the material available for the Chicanos." At Canoncito "some commented that there were not enough coloring books and comics." The Santa Fe Public Library noted in its report that some children complained: "you don't have any good books," but the report explained that these complaints came primarily from children "who came from relatively high income families and had a large library already at home." A similar note was struck in the report from the Arthur Johnson Memorial Library in Raton, where children from upper middle class homes were much less satisfied with the books than the children from poorer environments. These complaints of children from more privileged backgrounds only serve to highlight the value of the program, it would seem, since they point out the great need of the poorer children for the stimulation provided by the RIF books.

Here is the report submitted by the RIF project in Raton to give an example of a typically thorough report and of the two-page reporting format provided by New Mexico State Library to the local projects.

Final Report - RIF Grant — Arthur Johnson Mem. Public Library

Date: September 9, 1974 — $313.00 Grant Amount

Number of children participating 158

Number of books given away 804 Left over 42

What are your plans for those left over, if any? We are saving them for Christmas parties at Headstart story hour and story hour conducted at Library.

Activity schedule for RIF Days. Please outline the plans, activities, program, etc. for each distribution day, including dates.

1. Visited each of the four elementary schools from the 15th of May until the 28th of May. Told children of program and the basic idea behind it. Tried to generate enthusiasm to children of owning their very own books, letting the selection be their own.
2. Second distribution was made the 26th of June at Romero Park while the Northeastern Bookmobile made their stop. This was a very relaxed "fun" distribution. We spread a blanket on the ground laying the books on it. Many of the children did not come to this distribution.

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3. Third distribution was made at the library on August 15th. More of the mothers came with their children, and we found that they checked out books from the library, and they asked about various library services.

4. Fourth distribution was made again at the library on September 7th. This had to be done, because many of the children either forgot to come on the 15th of August or were not aware of it.
(Newspaper did not publish article we wrote!)

Evaluation: Your own thoughts, comments, observations about RIF in your community. Did the RIF project have any immediately recognizable impact on any segment of your community? Is there any increased interest in the library by children and/or parents? Are there any new library programs planned as a result? Any new awareness by community of library potential? Any new awareness by library board, staff, etc., of community interests and needs? Do you think there will be any RIF programs in the future?

Our Library Board feels that a concrete evaluation should be done. The school principals have suggested that we look at the reading tests done last spring and compare them with tests given this fall. The principals are very enthusiastic about the program and feel that we should continue it in years to come. The committee and staff feel that perhaps we are not reaching the children who need the books the most. We did find that the Catholic school children were much more appreciative of the books than the children who attend Kearny School. (These children are from upper middle class families). Longfellow and Columbian Schools are made up of children from poor to middle income families. They too were more appreciative of the books than the children from Kearny. This might influence our program next year. We have had favorable comments on the program from interested people in the community, and we definitely feel that it has had an impact in the community. From the program we have realized that a greater effort to entice school children to come to the library needs to be made. We are planning to have special story hours at the library on Saturday afternoons for these children.

Any comments by children, volunteers, parents, etc. Please include pro and con -- We would welcome any pictures, taped comments, copies of newspaper articles, posters, etc.

Some of the parents objected to the reading level their children chose. We explained that not all second grade children were on the same reading level, and, therefore, our selection consisted of easy-to-read books as well as harder to read books. We wanted the choice to be the childs and not the teacher or committee member. A good many of the children decided, on their own, that they wanted to trade books with their friends. We did use radio publicity as well as newspaper articles. We made posters and displayed them downtown in store fronts. We used covers from catalogs and book covers, along with the time, place and date for each distribution.
The school principals and teachers were very happy that this program was conducted. They all felt it certainly would inspire children to read. We at the library felt it made our summer reading program more popular.

A report after the first distribution came in from Lou Brooke about her project at the Alamo Navajo Reservation. This interim note typifies the rural isolation of many children.

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NEW MEXICO
STATE LIBRARY

C. EDWIN DOWLIN
STATE LIBRARIAN

POST OFFICE BOX 1629
300 DON GASPAR
SANTA FE, NEW MEXICO 87501

MEMORANDUM

DATE

TO: Jane

FROM: Lou

SUBJECT:

In a statistical sense the RIF distribution was not as good as we had hoped. 24 children came to the various places and choose their books - THREE LITTLE PIGS was the most popular. We left Magdalena at 7:00 a.m. and arrived where the portable classroom was parked on the north side of the reservation around 8:30 a.m. A tarp had been erected on poles making a nice shade that we shared with the sheep, goats, chickens and lots of dogs. We had 2 folding tables and spread our wares on the tables. (When we got our books out we realized that we did have a good selection & I do thank you for the books that you selected). The display was very impressive to us at least - 14 children came and selected books and others came and peeked around the corner but were too shy to come into the area. There were 2 Navajo girls that assisted us & they couldn't convince them to come in. After we stayed there until noon, Floyd Mansell decided that we could go to some of the houses and do better - we realized no one else would come there. We did stop at the Trading Post and then in an area where several houses were located. Many of the children were either working or had gone to town. I had hoped for many more children, however, I feel that the next stop will be better. We are all thinking of ways to attract more & I feel that Floyd has the right thought about going to areas where the children live. It is really spread over sections of land & the communication gap is there. Posters had been made by the girls that helped us and they will make more but reading is also a problem for many of the people. They just do not understand what it is all about. I am not discouraged & can hardly wait until the next date July 16th. I feel so strongly that those people need all of the extra effort that we can provide and if we only get 24 the next time, we may have planted a seed that will grow & grow.

The country is lovely - terribly dry & hot but so pretty. I felt good that we did what we did.

As can be seen in these reports, publicity is an important element in a successful project. Poster artists, radio spot messages, telephone calls, and newspaper articles were all part of the campaign. From the sampling that follows, one gets a sense of the positive cooperative tone that the projects developed and the imaginative settings that were provided for the book distributions.

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RIF comes to New Mexico!!
RIF CAME TO NEW MEXICO THIS SUMMER WITH RESOUNDING SUCCESS. TEACHERS, PARENTS, LIBRARIANS AGREE that RIF
Read all about it!
The Local News

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Woman's club project

Former Dexter Woman's Club president, Mrs. John Woodard, seated left, and Mrs. Charles Ragan, current president, take a turn at sorting books in the Dexter Elementary School library in conjunction with the school RIF (Reading Is Fun-damental) project initiated in 1972 under auspices of the National Right to Read program. Dennis Pabst, school reading specialist, observing proceedings, notes members of the club have helped obtain, sort and display an estimated 2,400 paperbook volumes for children in kindergarten through seventh grade levels during the two-year period.

Books do multiply

DEXTER — Two thousand, four hundred books offers a lot of reading.

Also a lot of sorting, as members of the Dexter Woman's Club discovered during the foregoing two years.

The group, currently headed by Mrs. Charles Ragan, assumed responsibility for helping to obtain donations, sort and display this number of paperback books for the elementary school library following start of the Reading is Fun-damental project for kindergarten through seventh-

[illegible] under the National Right to Read Program inaugurated in 1972, the first in New Mexico.

"RIF had its beginning in Washington, D.C., in 1966," Dexter reading specialist Dennis Pabst said recently, and is designed to motivate children to read through experiencing the joy and pride of owning books of their own choice.

"We just happened to be the people on hand that were available, Mrs. Ragan, Mrs. John Woodard, former club president, added. "There are others that worked too."

These others also include Mmes. Carl Caruthers, John Moore, Ruby Whitman, Norman Butts, W. W. Thomas, Orville Worley, Charles Fullbwoiler and John Wortman.

"These ladies," Pabst commented, "have done an awful lot of work."

Youngsters Learn 'Reading is Fun'

Hundreds of books will have homes and owners this summer through a reading program enabling 250 children from Truchas and Los Salazares to pick out books at their libraries and take them home forever.

Reading is fundamental is a program that enables children to own books which they select, hopefully inducing them to go to further reading.

New Mexico State Legislature granted $2400 to Espanola Public Library to finance the program. A $500 grant will make a similar program possible in Truchas and Los Salazares to be conducted through the Northern Regional Bookmobile staff.

In addition to the summer RIF program, Espanola librarian Celsa Quintana said a $250 New Mexico Arts Commission grant has been approved for a school year program.

"The concept of the program is quite simple: to give each child free choice in selecting books that interest him and the opportunity to own his own books," said Mrs. Quintana.

It is designed as a recreational resource with obvious and tangible educational benefits," she said.

In Espanola the summer reading program is being co-sponsored by the Friends of the Library.

Three distribution dates for the books have been scheduled throughout the summer and the Friends will be conducting the sessions.

The first distribution of books was held June 11.

50 children were treated to tables of new books through which they browsed and selected their own.

Mrs. Stan Eals conducted a storyhour with a theme of ducks reading books, playing games and telling tales, during the first session, said a Friend. Afterwards refreshments were served by the library organization.

The selected 50 children will come and select two more books at the library July 9 and again August 6, said Mrs. Quintana.

Mrs. Quintana said selecting the 50 children to be included in the program was difficult. Finally, the program was made up of children in kindergarten through third grade upon recommendations from elementary school teachers in the valley.

Teachers selected students they thought would be particularly helped by the program and who would benefit most from owning their own books.

With the winter grant from the Arts Commission, said Mrs. Quintana it is hoped the entire elementary school program might become involved from kindergarten through grade six.

As co-sponsors of the program, the Friend of the Library can use additional adult help for their distribution session, said Friends president Mrs. Jon Samuelson.

"Parent involvement is very essential and we hope they will help make books and reading a natural part of a child's daily experience."

However, says Mrs. Quintana, "the idea here is just reading for fun."

Reading Is Fundamental (And Also Fun)

Participants in the Reading Is Fundamental government-funded book give-away program, pictured at the Farmington Library with Mrs. Charles Tansey, who assisted with the supervision, are, left to right: eight-year-old Vernon Maxwell, nine-year-old Lisa Jones and nine-year-old Johnny Maxwell. The Maxwell brothers are the sons of Mr. and Mrs. Willie Maxwell and attend Swinburne Elementary. Lisa, the daughter of Mr. and Mrs. Harry Paul, attends McCormick Elementary. The two schools are among five designated for the RIF program.

Any Magicians? Call The Library

Wanted: One magician for the Espanola Public Library.

They have no miracles to be performed, said librarian Celsa Quintana they simply want a magician for the next Reading is Fundamental Book distribution August 6.

"We're going to talk about books or magic," said librarian Quintana and they would like a real magician, "young or old" to demonstrate.

This summer the library has been involved in a reading program, RIF for 50 Valley youths which enables them to choose and keep five new books. Each time the books are distributed at the Espanola Library a presentation and refreshments are hosted by the Friends of the Espanola Public Library.

Story telling at the distribution has ranged from ducks at one, and now to magicians

Reading Is Fundamental

Hi there all you boys and girls who just finished fifth or sixth grade. If you read this before twelve o'clock noon TODAY, June 11th, come on down to the library and pick up your free RIF book.

And mark your calendar for the next great RIF giveaway.

Come and see us for more fun and free books on Tuesday, July 9th, and watch for more information on time or call the library.

Reading Is Fundamental

They've Been Giving Books Away at Library

By FRAN BROWNELL
Daily Times Staff

It's true! They've been GIVING books away at the Farmington Public Library this summer. Really.

What gives?

Children's Librarian Woody Anderson has the answer to this unlibrary-like occurrence. It is that the Farmington Library is a participant in the government's "Reading is Fundamental" (RIF) program.

Anderson said the local library became involved in the give-away book deal on his response to a letter in April from an official at the New Mexico State Library in Santa Fe, inviting applications for the program.

Through the State Library, according to Anderson, the Farmington Library received $725 for purchase of 750 paperback books—enough to distribute five to each of the 150 selected participants. No local matching funds were required.

The purpose of the RIF program, Anderson explained, is to "get books in the homes of children, who, perhaps, have never had a book of their own."

Because the program here got off to a late start, Anderson said he relied on teachers in the five schools which were designated to participate in the program to select the second and third grade students in their classes whom they felt would best benefit.

That age group was selected because it was felt they represent "the greatest number of potential readers at this time."

Also, a five-member committee was appointed to oversee and help coordinate the program.

The schools selected for the program and their representatives on the committee are Animas, Mrs. Bill McLaughlin; McCormick, Mrs. A. P. Plowman; Swinburne, Mrs. Charles Tansey; Apache, Mrs. James Dickerhoff; and Blanco, Mrs. Teddie Aicon.

Two distributions of the free books have already been made. The first was June 17, when 88 of the 150 students invited to participate were given two books each and the second distribution was on July 15, when 102 students each received two books.

The final distribution date was Monday. Anderson said that there were enough books for two books apiece, again.

Any remaining books, he said, would be turned over to teachers in the designated schools for them to distribute on their judgement.

The give-away books are not the primary-reader types that children do daily lessons from in school, they are the "fun" kind, according to the librarian.

He said "Charlie Brown" books were among the most popular on the first distribution date and that he found the young participants to be "discriminating" in the books they chose.

Farmington is the only place where a library has been in charge of the RIF program, according to Anderson. He said the arrangement has a double benefit. Besides giving kids books of their own, it also exposed them to the library, a new world to many of them.

"The idea was to get kids into the library," he said.

Noting that 17 new children's cards were issued as a result of the program, he added that "we feel it's really been a success."

"READING IS FUNDAMENTAL"—This attentive group of Espanola Valley youngsters took part in a government-funded program entitled "Reading Is Fundamental" at Espanola's Lucero Center Tuesday. The children were read to by Mrs. Hilma Trujillo of Pojoaque (far right) and later received free art supplies and books. Librarian Celsa Quintana is pictured in the upper left corner.
(Photo by Johnnie Martinez)

QUICKER THAN THE EYE—12-year-old magician John Johnson from Los Alamos delighted a young audience at the Espanola Public Library Tuesday morning. With Steven Maestas, son of Mr. and Mrs. Arthur Maestas of Espanola, as his assistant from the audience, the young man flipped solid third Reading Is Fundamental book [illegible] (Sun-photo)

City Library Announces Reading Plan

The Albuquerque Public Library has announced a second "Reading is Fundamental" program for the mountain area east of the city.

Parent Teacher Assn. members of the A. Montoya Elementary School have issued invitations to primary students in Childs and Tyler as to participate in the summer program which is being held through July 19 in conjunction with the Bernalillo County Parks and Recreation program.

Each child will choose at least five paperback books to read at the sessions — books which he may keep. Sack lunches will be provided to participants.

Movies will provide the first today's entertainment, with folksingers, puppet plays, dancers and magic tricks planned for the future.

The San Antonito program is held weekly on Wednesday mornings from 10 a.m. to noon at the San Antonito Catholic Church.

Funding for the programs has been provided through the New Mexico State Library.

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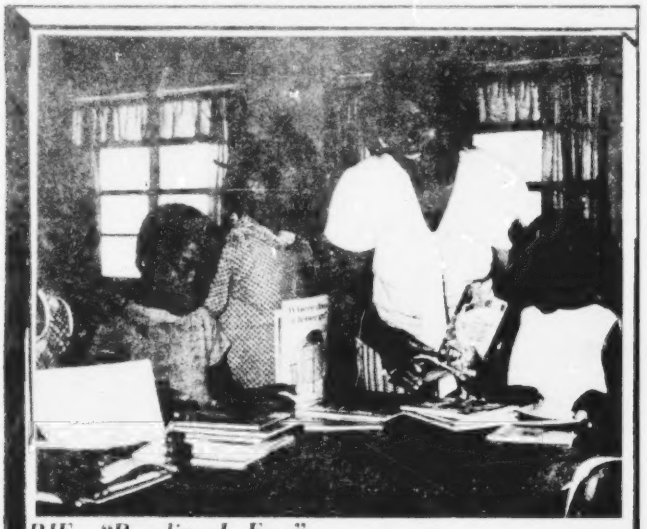
READING IS FUN-DAMENTAL, a summer program this year at the Socorro Public Library, enabled 80 local youngsters to choose five books each and keep them for their very own! One young man, a "regular" in the program, is taking special care which five books he plans to add to his home library. And how about a karate lesson? Or watching a puppet show? Volunteers provided stories, plays, karate lessons out in the library yard, good things to munch and sip — all these extra pleasures and books, too, which made READING IS FUN-DAMENTAL live up to its name of a "FUN" time at our town library.

Books still available

RIF program spokeswomen said this week that books still undistributed during the summer program will be made available to all Zimmerly school fifth graders, Friday September 11. One at a time the fifth grade classes will travel to the public library during school hours to learn about the library and make their selection of free books. They will also have an opportunity to check out books recently acquired to the library collection.



RIF - "Reading Is Fun"

A new reading program sponsored by the Clovis-Carver Public Library and the New Mexico State Library was initiated in Clovis Wednesday. For Clovis, three distribution sites have been selected. The Girls Club, Grand Avenue Homes Meeting Room and Our Lady of Guadalupe School meeting room. The books selected for distributions are of 1st through 3rd grade reading level.

Mrs. Rebecca Shinet, Program Director of the Girls Club is pictured above assisting boys and girls with their first selection of books. Children participating in the first book distribution are Karina Flowers, Kennith Thomas, Tracy Adams, Pamela Calhoun, Donna Calhoun, Florence Baker, Bridget Johnson, Kim Philips and Jesus Ibarra.

PTA, City Library Will Boost Reading

PTA groups at the A. Montoya and San Antonito elementary reading schools will hold "Reading is Fundamental" programs this summer, with the Albuquerque Public Library acting as consultant on book ordering and distribution.

"Reading Is FUNdamental (RIF) is a national program designed to motivate children to read through the experience of owning books they choose themselves.

THE RIF PROJECT has been awarded to the mountain area from San Antonito south to Chilili since the school libraries are closed in the summer and there has been no bookmobile service in that area for several years.

The New Mexico State Library has given grants to finance RIF projects throughout the state, with public libraries acting as liaison between the state library and the cooperating volunteer groups.

Nearly 1,700 New Mexico children will receive at least five books of their own choice to keep as a way of beginning their own home libraries.

Kitty Hoffman, past president of the San Antonito PTA, along with Phyllis Payne and Jane Moller, are planning the programs for the Sandia Park, Frost Road area.

BEGINNING WEDNESDAY, special programs will be held at the San Antonito Catholic Church every Wednesday for four weeks. The church is located at the junction of NM 14 and NM 44.

Parents are encouraged to join in the project with their primary school age children. The program will also include a sing-along with Barbara Lucht, folk singer and guitarist, who will be the special guest at the first meeting.

The A. Montoya programs are still in the planning stage, but will begin sometime after July 4. They will be coordinated with the county parks and recreation program, and children selected to participate in this RIF project will receive invitations soon.

A volunteer staff at A. Montoya will work on a one-to-one basis with the children. The staff so far includes Ellen Kemp, Betty Garrison, Mary Jascha, Judy Dain, Fran Archibeque, Marcia Canepa, Jan Langford, Mary Chambers, Elaine Oravecz and Mary Sweet.

RIF BOOK FREE

Hi There! Did you just finish the fifth or sixth grade? Are you the parent of a former fifth or sixth grader, or do you know one? Then the week's special happening just for you who have just put the fifth or sixth grade behind you is scheduled for June 19th from 10 o'clock to noon at Mose Memorial Library.

All former fifth and sixth graders who come will be treated to some entertainment and a free yes, free book. Participants will become part of a nationwide program known as RIF for Reading is FUNdamental. Three times during the summer those eligible students will have a chance to have a fun time and take home a free book or maybe two.

So what is your pleasure sports, mysteries, fairy tales, or something else? There is a book for every interest.

For more information call Mose Memorial Library or better yet come join the fun Thursday June 19th at 10 o'clock at Mose Memorial Library.

Clovis-Carver Public Library Hosts Reading Program During Summer

There is something new for children in Clovis this summer. The Clovis-Carver Public Library in coordination with the New Mexico State Library is jointly sponsoring a "Reading is Fun" fundamental program during June, July and August.

Clovis was chosen as one of the 25 state communities in which a special summer program to promote the idea of reading is conducted. The RIF is a nationally based program administered by the Smithsonian Institution. Actively involved in seeking change in reading habits of children, RIF awards book sets to reading. The participants are children in the primary school (Kindergarten through third grade) who need help with reading.

The approach used in RIF is unconventional. Children are given the pleasure of reading for no [illegible] introducing them to a variety of attractive, inexpensive paperback books. They are allowed to choose titles that especially interest them and are told that they are free to keep to help form personal libraries. This procedure recognizes the fact that many children in the nation do not own a book.

Through test marketing, RIF a wide range of reading is available to them is books a pride of ownership. If books is developed. It has been demonstrated previously that motivation for RIF program that reading for pleasure increases and that there is a hunger for books by children who need them most. The use of local Public and School libraries is also greatly increased.

Mrs. Robert E. McNamara conceived the idea about 10 years ago. She appealed to the Ford Foundation to fund a pilot project in Washington, D. C. With its success, it became a national program in 1966. Since then, projects have mushroomed into more than 250 communities. More than 2½ million paperbacks have been distributed to children.

New Mexico is unique to have its State Library sponsor the program.

Book fun goes to mountains

Children in the mountain community of San Antonito — far from city libraries or bookmobiles — are participating in "READING IS FUNdamental" program this summer.

The program is for children in grades one through three. The children will meet weekly at San Antonito Catholic Church to learn about books.

The youngsters will get to keep at least five books to start their own libraries.

A similar program is headquartered at A. Montoya Elementary School in Tijeras.

In charge of the program are Kitty Hoffman, past president of the San Antonito Parent-Teacher Association, and Phyllis Payne. Both attended workshops to plan the program.

Funds for the program come from a state grant.

BOOKS—Students in Tesuque got a treat last week — a visit from the bookmobile loaded with books they could take home and keep. The give-away was funded through a grant from the federal "Reading is Fundamental" program to the New Mexico State Library.

(Photo by Anne Hillerman)

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"READING"

HERE I COME

READING IS FUNdamental

a report from the

Albuquerque Public Library

Summer 1974

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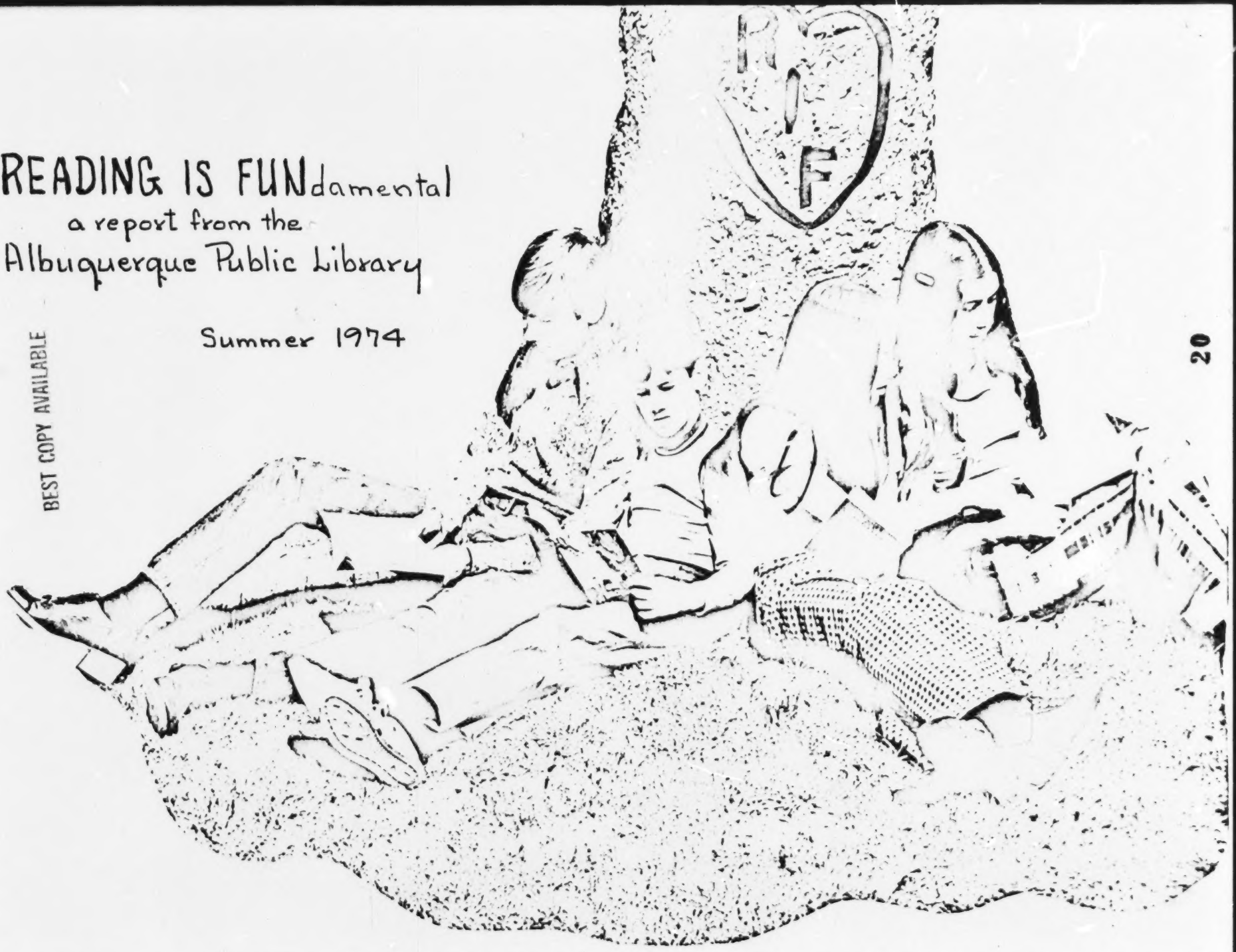

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Non-Profit Org. - Blk. Rt.

Mrs. Patricia Taft
Albuquerque Public Library
423 Central Avenue NE
Albuquerque, NM 87101

HITCHHIKER
New Mexico State Library
P.O. Box 1629
Santa Fe, New Mexico 87501

Interested ?

of course,

but we decided a-
aginst involvement
because our summe
programs had been
planned in depth, +
allowed little time
for an added pro-
ject of this scope.

Needless to state
N.M.S.L. wouldn't
let us - who serve
⅓ of the total state
population - by-
pass their summer
project without a
fight....

and we gave in at the last moment to their pleas to be part of an exciting statewide program.

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cc: office
2RIF
nmsl

City of Albuquerque

Albuquerque Public Library
Alan B. Clark, Director

423 Central Ave., N.E.
Albuquerque, New Mexico 87101
Telephone: 842-7883

May 10, 1974.

San Antonito June 26th

HAPPINESS IS OWNING YOUR OWN BOOK!

The New Mexico State Library has made possible a grant to finance READING IS FUNdamental projects in the Albuquerque area by which to reach 100 children with limited library access and/or whose parents are unaware or uninterested in the value of reading and books. This grant is dependent upon a 1974 summer program.

The Albuquerque Public Library will act as liaison between the State Library and the cooperating volunteer groups. Guidance will be available on book ordering, programming and distribution of books, publicity, and evaluation.

Where the action is....with the Volunteer Groups, of course! Planning for action and achieving qualified success will require some written detail:

1. A statement or needs assessment explaining why your target group should be involved in this RIF program.
2. A general description of your desired program showing the action route by which you hope to meet and solve the problems mentioned in your statement.
3. A list of specific approaches planned to carry out your program. This list should include details of program activities, a description of the target group, meeting place and staff, and the suggested methods of evaluating the success of the program.

READING IS FUNdamental is a national program designed to motivate children to read through experiencing the joy and pride of owning books of their own choice.

Publicity will be handled locally and should be coordinated thru the Albuquerque Public Library.

cc CCS
Office
Kellogg
Hoffman

NEEDS ASSESSMENT

When we first heard about the R.I.F. Program, and the possibility San Antonito could be included, we were afraid it was too good to be true. It has long been a concern of ours that so many children have poor reading skills and a lack of interest in learning to read. In part, this might be attributed to the fact that some of the parents are disinterested and therefore do not stress the importance of books in the home; or perhaps because of a lack of money they can not afford to buy books.

The children in our area who need this program do not have a library available to them during the summer months when school is closed. It would be appoximately 40 miles round-trip to the nearest public library in town. Not even a Bookmobile has made an appearance in several years. Since we have no Kindergarten, the children have no pre-school training.

We feel that having the R.I.F. books in a central and comfortable location (San Antonito Catholic Church, No. 10-14 and Frost Rd.) parents may make a bigger effort to bring the children or to arrange for rides with someone else.

We live in a rather unique area, in that the "Help Thy Neighbor" policy is not just talked about, but is practiced, so we feel sure there will be volunteers to drive children who may not have transportation and to help with the program we will be planning.

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Reading is FUNdamental Proposal

Our target date is Wednesday, June 26th, 1974
Time: 1:30 - 3:30
Book Distribution Center: San Antonito Catholic Church
San Antonito, New Mexico

It is our hope that we will be able to reach approximately 80 children in Grades 1 thru 3.

A notice will be sent home with Grades 1 thru 3 notifying parents of dates and place. We will tentatively set a four week program each Wednesday, starting on June 26th. This may be cut to three depending on the response and whether or not we have enough books for the 4th week.

There will be volunteers (adult and teenagers) for reading groups or on a one to one basis if a child so desires. Mrs. Lana Miller, San Antonito School Librarian, has agreed to attend and read to the children.

We will be contacting various groups and organizations to obtain a puppet show; guitarist for folk singing and Dr. Bruce Stringer from the Albuquerque Zoo to bring his animals. We would like to have something of this nature for most of the sessions.

There will be Kool-Aid and cookies served. Books will be displayed on the pews in the church and on card tables so the children can easily look and make their selections.

For your file Pat.

READING IS FUNdamental

R.I.F.

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IS COMING!! (June 26th, Wednesday)

WON'T YOU JOIN US?? (10:00 AM to 12:00 Noon)
.. (San Antonito Church)

GRADES 1st, 2nd and 3rd

SAN ANTONITO IS FORTUNATE TO HAVE BEEN CHOSEN TO PARTICIPATE IN A "READING IS FUNDAMENTAL" PROJECT. THROUGH FUNDS MADE AVAILABLE BY THE NEW MEXICO STATE LIBRARY, WE WILL BE PURCHASING AND DISTRIBUTING BOOKS TO CHILDREN IN GRADES 1ST, 2ND AND 3RD.

R.I.F.'S GOAL IS TO SHOW CHILDREN THE RANGE OF TREASURE, NOW AND IN THE FUTURE, THEY WILL FIND IN BOOKS AND TO GIVE THEM A SENSE OF OWNERSHIP. THE CHILDREN WILL CHOOSE THE BOOK THEY WANT WITH NO INFLUENCE FROM ADULTS.

HOPEFULLY, THIS WILL BE A FOUR WEEK PROGRAM -- MEETING ONCE A WEEK EACH WEDNESDAY, 10:00 AM to 12 NOON, AT THE SAN ANTONITO CATHOLIC CHURCH. OUR TARGET DATE IS JUNE 26TH, SO PLEASE MARK YOUR CALENDAR.

WE WILL HAVE SOME FORM OF ENTERTAINMENT EACH WEEK AND REFRESHMENTS WILL BE SERVED. MRS. BARBARA LUCHT OF TIJERAS, FOLK SINGER AND GUITARIST, WILL SING AND PLAY FOR US ON JUNE 26TH.

PLEASE FILL IN THE FOLLOWING INFORMATION AND RETURN THE FORM TO SCHOOL WITH YOUR CHILD NO LATER THAN JUNE 5TH, WEDNESDAY. WE WILL BE NEEDING ADULT HELP. MAY WE COUNT ON YOU? YES _____ NO _____ PHONE _____

HOW MANY CHILDREN DO YOU HAVE IN GRADES 1 - 2 - 3? _____

NAMES _____

ADDRESS _____ PHONE _____

WOULD YOU BE WILLING TO BRING OTHER CHILDREN IN YOUR AREA WITH YOUR OWN. ___

WILL YOU BE NEEDING TRANSPORTATION FOR YOUR CHILD/CHILDREN? _____

IF YOU HAVE ANY QUESTIONS, PLEASE CALL KITTY HOFFMAN 281-5858 OR PHYLLIS PAYNE 281-5146. THANK YOU.

READING IS FUNdamental - a 1974 summer program to be held at A. Mpntoya Elementary School in Tijeras, New Mexico.

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The children chosen for the 1974 summer RIF program are youngsters who come from a very primitive living condition. Most of them have no electricity, no running water and no plumbing in their homes. Oftentimes, they come from large families all living together in a one room house. The parents are unable to give each child the individual attention that is required to help motivate and promote interest in reading. Also the language spoken in the home is primarily Spanish and some parents can't be of assistance with the English reading. Low income makes it virtually impossible for these families to buy books for their children, and a lack of transportation also adds to the problem because the parents have no way of taking the youngsters into the town library.

Our summer program will strive to solve some of the above problems by having small group and individual help. We will have several interest centers correlating activities with the books that will be available to the children.

There will be field trips to a restaurant, a pool, zoo, library, hospital, pet store, bakery, police and fire station. In addition to the trips into town, there will be visits in individual homes, of some of the staff members, to do some special activities such as making ice cream. All of these activities will be centered around the books themselves to show children that books are the source of great information, but most of all are enjoyable and give pleasure to the reader.

We will be meeting the following dates from 8:30 a.m. to 12:30 p.m. July 8,10,12,15,17,19,22,24,26. The groups will use the school cafeteria and the following people are going to participate as staff Mrs. Betty Garrison, Mrs. Ellen Kempi, Mrs. Fran Archibeque, Mrs. Marcia Canepa, Mrs. Mary Chambers, Mrs. Elaine Oravecz, Mrs. Judy Dain, Mrs. Peggy Garcia, Mrs. Mary Sweet, and Mrs. Mary Jaksha.

To help us in our evaluation, one staff member will be appointed to record anecdotical happenings throughout the entire program. These records, along with the parents reaction, should be most beneficial.

Each of us are looking forward with high hopes to having a delightful, fun-packed RIF program! Come join us!

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Though one group met every weekday for eight days, and the other once a week for four weeks, both groups planned a "look around, get to know us and our books" period at the beginning of every session. This made individual welcolming possible, and the period offered each child to relax and do his own thing. Peer interaction groups swapped books as they finished looking at them; read-aloud groups made up of two children, a volunteer and a child, or a volunteer and several children shared their stories; while some girls and boys were so lost in the magic of their book they were oblivious of everyone and everything else. Later, if a child found a book he wanted to keep he learned to hang onto it for the rest of the session. Sometimes, he clung to several because he needed more time to choose. This activity usually took about an hour.

On the first day, each group followed this browsing period with an orientation explaining RIF and also the group's own tentative program and plans for the project..Some of this explanation was repeated each day for the benefit of the newcomers (there always were some of these!) but not in a smuch detail as word of mouth publicity had spread the word for us!

Special book-related programs were scheduled next. These consisted of films, puppets, music, drama or storytelling. A few of the paperbacks were saved for the occasion they supplemented: favorite fairy tales were added to the choices the day the plays were presented, the ones on how to make puppets, used the morning the melodrama was given.

Snack breaks changed the pace at this point and offered slight exercise as well. It was a pleasant surprise to discover that the children would saunter back to the books when they finished without any one having to call them.

The last period offered more read-aloud sessions, though on a more formal basis in that everyone who wished listened to the same stories. However, if a child needed the entire period to make his selection, noone bothered him. San Antonito staff also used part of this time to let the children talk into the tape recorder about the books they had chosen or why they were attending the RIF program.

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A. Montoya Elementary School READING IS FUNdamental programs:

Tuesday, July 9 Film show:The Red Balloon and the Spanish version of Ferdinand the Bull

Wednesday, 7/10 Film show: And now Miguel

Thursday, 7/11 Puppet Show by members of APL staff "The Plight of Penelope Pureheart"

Monday, July 15 Puppet play of Little Red Riding Hood and film of Charlie Chaplin in "The RINK"

Tuesday, 7/16 Violinist who not only played for the children, but left a small instrument for them to practice (?) on. Film shown on Spanish American heritage.

Wednesday, 7/17 Bilingual folksinger Anthony Baca. This was an opportunity for the children to know that a juvenile probation officer can be a friend and help them. As a matter of fact, this was the most succesful program.

Thursday, 7/18 Albuquerque Children's Theater presented "Little Red Riding Hat" and "The reluctant dragon"

Friday, 7/19 Agnes Franzak, professional storyteller spun her magic for the final party.

San Antonito Catholic Church programs:

Wed., June 26 Barbara Lucht, folksinger and guitarist, used familiar ballads and child-popular songs for her singalong.

Wed., July 3 Mrs. Lana Miller, librarian for the San Antonito Elementary School was the stroyteller.

Wed., July 10 Puppet Show:"Little Red Riding Hood" and RIF and its concepts were worked into another play.

Wed., July 17 Elks Clowns Barney Spohr and "Al" Altomare kept the boys and girls giggling with their antics. They also wove into their routine some"book talk", and made each child an animal from balloons, many of which were book characters.

Mr. Pat Moore and Creamland Dairies supplied ice cream (Baskin and Robbins) for both final programs.

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August 1 , 1974

Editor
Albuquerque Tribune
7th & Silver
Albuquerque, N.M.

Dear Sir:

I would like to thank publicly the women of the mountain community for sponsoring the RIF (Reading Is Fundamental) program for the early elementary grades. The selection of books was extremely good and the entertainment for these children was the highest possible level for this age group. Refreshments were also served which were excellent and the time and effort of these ladies was very much appreciated by my family.

Mrs. Kempe of the A. Montoya School was the person most directly to be commended for her work in bringing this federally funded program to the attention of the local personel and succeeding in getting this program into the mountain community.

My Thanks to all the folks who donated their time to help make my children have a wonderful summer with books.

Sincerely
Mrs P. R. Jaramillo
Mrs. P. R. Jaramillo
P. O. Box 203
Tijeras, N.M. 87059

cc: Mrs. [illegible] Ft
Albuquerque Public Library
423 Central
Albuquerque, N.M.

If this ever appeared, we missed it.!

Evaluation

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The enthusiasm and promise of continued programs of this nature are evidence in themselves of the success of both of the RIF projects in the mountain villages just outside of Albuquerque.

A movie camera would have been the ideal instrument to show a record of the excitement and appreciation on the part of the children themselves. Unfortunately we had none at our disposal. Parents comments to the volunteers were numerous and heartwarming. Increases in each day's attendance spoke of success, and this could have been overwhelming at A. Montoya because the park department's program participants wanted to come early and "Join too".

Publicity helped to some extent in formalizing budget decisions and contracts for City-County cooperation for mobile library service in this area.

Tijeras, a newly incorporated village, hopes to have their own library again, but must wait until federal highway projects through their village can be completed. One of our objectives was to start parents' thinking about quality materials for children. (The one library, boxed and stored temporarily in various locations, is made up of too many gift-junk items!) We think we were responsible for a stimulating awareness of this need.

There was no lack of parent interest whatsoever. The fact that they are non-users are due to lingual and transportation problems. Therefore, with the advent of bookmobile service in this area, the two requirements necessary to warrant RIF projects will be lacking. Instead, with the motivation of both P.T.A. groups, and sufficient opportunity to raise funds for like-projects, I've no doubt the entire area will continue to engender reading enthusiasm and the desire for each child to own more and more books.

In addition to the publicity samples shown here, KOAT-TV gave us prime time of perhaps five or six minutes on their 6-on-7 news on Wednesday July 17th.

Action Line in the Albuquerque Journal was still answering requests about RIF and "when the next programs will be!"

Mrs. Coleman, from ALA headquarters visited APL too late to participate in a RIF program but asked many questions about our project.

Recommendations: Begin planning six months in advance for:

- Best way to reach target participants
- Plan not only program schedule but logistics of transportation, etc.
- Commitment of volunteers and train them for <u>your</u> project. Statewide workshop was fine as far as it went but was too general.
- Raising funds necessary to support complete program.
- Choosing titles and processing orders three months in advance of need.

P.S. Taft
Chief, Children's Services, APL.

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Evaluation Reading Is Fundamental at A. Montoya

A. Program Outline
   1. Children aged 5 through 8 years
   2. Eight days long
   3. One book for each child each day
   4. Outside speakers and entertainment
      a. Puppet shows
      b. Violinist
      c. Folk Singers
      d. Albuquerque Childrens theater
      e. Professional Story - teller
   5. Refreshments
   6. Movies and Singing
   7. Individual book selection and reading

B. Advantages of Program
   1. Children able to select and keep books
   2. Parents interested in reading to children
   3. Children motivated to start own libraries
   4. Helped children to realize many aspects of books..not just to study

C. Disadvantages of Program
   1. Not any organized games or physical activity
   2. Not any real book centered learning
   3. Needed more daily talks with children about what they liked and disliked

D. Recommendations for the future
   1. Open to all children 5 - 8 years but no older children
   2. Optional $2.00 registration fee

Mary Jaksha
Ellen Kempi

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Volunteers who made these projects succesful:

Mr. Tomey Anaya, Cedar Crest, N.M., 87008
Mrs. Ellen Kempi, P.O.Box 24 Canyon Estates, Tijeras, N.M.,87059.
Mrs. Mary Jaksha, P.O.Box 448, Tijeras, N.M., 87059.
Mrs. Fran Archeluta, P.O.Box 988, Tijeras, N.M., 87059.
Mrs. Judy Dain, Cedar Crest, N.M.87008.
Mrs. Kitty Hoffman, P.O.69 Sandia Park, N.M., 87047.
Mrs. Phyllis Payne, P.O.Box 313 Cedar Crest, N.M. 87008.

Mrs. Jaksha drove many miles out of her way each day to pick up and deliver children from distant villages. Mrs. Archeluta and her husband kept two of the children at their home during that program because they lived so much farther than they thought Mrs. Jaksha should drive each day. Mrs. Archeluta also made two sun suits for these children.

Many parents at both projects gave willingly of their time, their snacks, and their efforts in addition to the above personnel.

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EVALUATION OF THE READING IS FUN-DAMENTAL PROGRAM
SAN ANTONITO CHURCH
SAN ANTONITO, NEW MEXICO

It seems to us, our 4 weeks of RIF (meeting every Wednesday from 10:00 to 12 noon), have been a tremendous success. The children who have attended, truly enjoyed it and seemed thrilled with the books and programs presented.

We had a good selection of books and the children put a great deal of thought into the ones they chose. They all report they have read their books; often several times.

We were unable to reach as many of the children, who needed this program badly, as we had hoped. But, considering our scattered population, the lack of time for advertising before school was out, and the fact that so many people were on vacation, taking swimming lessons, etc, our attendance was heart-warming.

The response to our requests for volunteer talent was wonderful.

It has been a rewarding experience for Mrs. Hoffman and Mrs. Payne. To see the sparkly eyes and hear the happy voices as the children selected their books, has made this a well spent 4 weeks. It is our hope to continue this program next summer. It is our belief that all the children finished the 4 weeks with a new awareness of the information to be found in books and the fun of selecting and reading ones own book. We worked with children from the 1st, 2nd and 3rd grades.

Our entertainment was: 1st week, Barbara Lucht - Folk Singer and Guitarist,
2nd week, Lana Miller, Librarian, Story Teller, also worked with hand puppets,
3rd week, Ann Farina, Faith Hull and Margie Collins, Puppet Show
4th week, Barney Spohr and Al Altomare, Elks Clowns

We made tape recordings of the childrens' thoughts and reactions to the

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program. They enjoyed reading their new bookstitles on the tape and also talking about this wonderful RIF Program to their friends. Each child received 2 books every Wednesday, so if they attended the 4 sessions, they owned 8 books of their very own.

Mrs. Pat Taft, Librarian for the Public Libraries, took many pictures during the 4 weeks and Mrs. Kitty Hoffman also took slides.

We had newspaper coverage by the Albuquerque Tribune and Albuquerque Journal. In the Tribune, Inez Garcia made the front page, with a picture of her holding books up to her chin announcing the RIF Program in the mountains. We also had TV coverage on KOB-TV.

Refreshments were donated by a few of the mothers each week. Donuts, cookies and cool-aid were served and the last week, Creamland Dairies donated the ice cream.

We averaged about a dozen mothers each session and many toddlers. Each week a Mother read to the children in addition to the regular program.

1st, 2nd and 3rd grader attendance for the 1st week was 29
2nd week was 32
3rd week was 34
4th week was 31
126 Total attendance

READING

IS :)

FUNdamental

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But despite a rather thorough job of publicizing RIF, there were instances when books were left over from the projects. RIF directors put these leftovers to good use. At Espanola the unused books were "to be placed at the children's ward at the hospital and the waiting room at the welfare office." At the Moise Memorial Library in Santa Rosa there was a plan to "tie in a RIF program with our annual Christmas coloring contest." Other libraries planned to distribute the books to schools and children who attended story hour, all in the RIF spirit of the freely given gift.

There are occasional hints in the reports that perhaps the project was not as unstructured as possible. It is hard for adults to get over our tendency to queue children in lines and to choose what we think is best for them. But by and large the RIF projects were carried out with much good feeling, creativity, and generosity. The good feelings were apparent and infectious, going far beyond the bounds of mere sufficiency. Nothing is too good for our kids was the tone of most projects. In a few instances, the good feeling overflowed the bounds of the report form and whole scrapbooks of remembrances were submitted in place of reports. The first scrapbook is from Albuquerque Public Library's projects for the mountain communities of Tijeras and San Antonito. The second, highlighted with charming color photographs that we were not able to reproduce, is from the staff and volunteers at Clovis-Carver Public Library. From the thorough planning to the smiles on the children's faces, both exemplify the care that went into these projects.

See insert: Albuquerque Report.

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Some excerpts...

A SCRAPBOOK REPORT

on the

READING IS FUN...DAMENTAL PROGRAM

at the

Clovis-Carver Public Library

Summer, 1974

Reading is FUN..damental (RIF)

There is something new for children in Clovis this summer. The Clovis-Carver Public Library in coordination with the New Mexico State Library is jointly sponsoring a "Reading is Fun..damental" program during June, July and August.

Clovis was chosen as one of the 22 state communities to receive a special summer grant of money to promote the idea that reading is fun!

RIF is a nationally based operation, administered by the Smithsonian Institution. Action oriented, it seeks to change childrens' attitudes towards books and reading. The particular target group is the 43% of the nation's elementary school children who critically need help with reading.

The approach used is basically motivational. Children are given the pleasant incentive to read by introducing them to a variety of attractive, in-expensive paperback books. They are allowed to choose titles that especially interest them, and are told that they are now their s to keep, to help form personal libraries. This procedure recognizes the fact that many children in the nation do not own a book.

Through self discovery, that a wide range of treasure is available to them in books, a pride of ownership of books is developed. It has been demonstrated by previous years of the RIF program, that reading for pleasure increases, and that there is a hunger for books by children who need them the most. Use of local Public and School libraries is also greatly increased.

Mrs. Robert S. McNamara conceived this idea about 7 years ago. She appealed to the Ford Foundation to fund a pilot project in Washington, D.C. With its success, it became a national program in 1968. Since then, projects have mushroomed into more than 250 communities. More than 2 1/2 million paperbacks have been distributed to children..

New Mexico is unique to have its State Library sponsor the program. It is expected that 1,688 boys and girls will receive at least 5 books of their own choice.

For Clovis, three distribution sites have been selected: The Girls' Club, Grand Ave. Homes Meeting Room and Our Lady of Guadalupe School meeting room. The books selected for 5 distributions are of 1st through 3rd grade reading level.

Mrs. McNamara sums up the RIF philosophy as, "It's a gift, not of books, but the love of books."

After each distribution had been carefully planned, this news release was sent to the local newspaper.

During each distribution, the comments of the children were recorded

"I don't know which one."
"Got any more dinosaur books?"
"You can only take one."
"Bring me a joke book next time."

"Oh! This one is in color!"
"I'm going to take that, huh/"
"I found a good one."
"I want to keep this one."

Dino requested a copy of "Gems and Metals" like a friend selected.

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and the staff and volunteers jotted down their observations as well.

The children were very nice. This shows them how to share. They very thouthful they ask for books for their brothers who are sick or not able to come. Vicki Vigil

Mon., July 15

The program is reaching more children weekly. They are excited about the books.

Jeri Rippee

Children show desire to own books, each child would like more than one book. Several stop, look and began to read.

(Rebecca Steiner)

There was one autistic boy who had been going through speech therapy. His therapist had been working with him on forming his mouth to blow. When he found a book about a little boy blowing out the candles on a birthday cake his whole face just lit up.

Sherri Olivato the director of summer activities wrote the name of each child in his book. She was very enthusiastic about the programs.

Mikki Ellis

In her evaluation Ruth Wuori, the librarian for Clovis-Carver Library, noted: "RIF made us many new friends." Looking through the scrapbook, we can see why.

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CONCLUSIONS AND NEW BEGINNINGS

RIF projects in New Mexico were designed under Title I as seed projects, to encourage local funding of similar projects in the future. The concept of seeding can be interpreted in a broader sense, as well, to mean any improvement in the library's relationship and service to the community. There is good evidence to show that in both interpretations of the word, the seeds that were sown in New Mexico have taken root and should bear abundant fruit. Here are some of the returns:

Steve Brogden reports from Taos that the school district and local citizens and civic clubs are cooperating to provide funds to bring RIF to seven hundred children in the third through sixth grades.

Espanola librarian, Celsa Quintana, received a New Mexico Arts Commission grant after the summer project, and, working with Friends of the Library and teachers, is currently involved in an active RIF program for 180 children at the Fairview Elementary School.

After helping librarian Josephine Anderson with last summer's RIF project, the Alamogordo Junior Woman's Club voted to try to raise money for a similar project next summer.

Albuquerque and Farmington Public Libraries have expressed interest in RIF for next year. Both are optimistic that local funding will be available.

In Santa Rosa, the Moise Memorial Library indicates that Beta Sigma Phi, a service sorority is interested in again working on RIF with the library. From the small mountain community of Truchas, where funding is not easily available for continuation of the project, comes a note urging "continuation of funding for such programs, especially for remote communities."

Beyond encouraging future projects, the seeds of improved community relations and services have been planted in every community where RIF projects were conducted. In a telephone survey each library involved with RIF indicated a registration increase among their children.

Other benefits from the program have included: a better working relationship between libraries and schools, increased interest in the library by parents, and expanded participation of children in other library programs such as story hour. A recent follow-up note from librarian Betty Lloyd of Arthur Johnson Memorial Library in Raton touches on several of these areas.

"One school reported that their school library reported that circulation has increased tremendously this year. They report 1,000 to 1,500 books being checked out each month... [The] principal feels that reading is an infectious thing. The children relay their enthusiasm to one another... We have noticed many of the parents of the children who received the RIF books have started coming to the library for reading materials."

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The RIF projects in New Mexico were the first administered by a state library. From our participation we have developed insight into problems that can be anticipated. Chief among these problems in a thinly populated state like New Mexico is the logistical problem of getting the children together on a given day. This can be overcome best by dovetailing schedules with school schedules, by scheduling RIF projects to coincide with other community events, or by volunteers who will provide car, gas, and time to shuttle children to the project. A problem peculiar to New Mexico is the provision of satisfactory materials in Spanish and Indian languages. This is a problem common to all literacy programs in the state which will only be solved when publishers find a way to deal with the difficulties of publishing for a limited market.

Another valuable development from state library administration of RIF is that we have developed a network of volunteers for statewide library projects. The volunteer input was impressive both for the quality of the work and the enthusiasm with which it was accomplished. A letter of appreciation was sent to each volunteer on the following list, but the state library wants again to extend our thanks.

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VOLUNTEERS

Mr. Tomey Anaya, Cedar Crest, N.M., 87008
Mrs. Ellen Kempi, P.O. Box 24, Canyon Estates, Tijeras, N.M. 87059
Mrs. Mary Jaksha, P.O. Box 448, Tijeras, N.M., 87059
Mrs. Fran Archeluta, P.O. Box 988, Tijeras, N.M., 87059
Mrs. Judy Dain, Cedar Crest, N.M., 87008
Mrs. Kitty Hoffman, P.O. Box 69, Sandia Park, N.M., 87047
Mrs. Phyllis Payne, P.O. Box 313 Cedar Crest, N.M., 87007
Mrs. Hilma Jean Trujillo, Rt. 1, Box 210-Q., Santa Fe, New Mexico 87501
Mrs. Susan Samuelson, P.O. Box 193, Santa Cruz, New Mexico 87567
Mrs. Elena Dutchover, P.O. Box 640, Espanola, New Mexico 87532
Mrs. Evelyn M. Egli, Box 3081 Fairview St., Espanola, New Mexico 87532
Mr. John Johnson, 4432 B Alabama Avenue, Los Alamos, New Mexico 87544
(Clovis-Carver Community Representatives)
Mrs. Paula Duncan
Mrs. Rebecca Shiner
Brother Bruce Michalek
Carmen Romero
Annie Garcia
Celina Chavez
Jeri H. Byrnes
Lupe Kapitz
Sherri Lovato
Mrs. Ruth Trujillo, 100 E. 9th St., Raton, New Mexico 87740
Mrs. Anna Lopez, Linwood Acres, Raton, New Mexico 87740
Mrs. Doli Green, 1225 McFarland, Raton, New Mexico 87740
Mrs. Margie Vigil, 237 Clark Avenue, Raton, New Mexico 87740
Ms. Margaret Martinez, 532 E. Clark Avenue, Raton, New Mexico 87740
Mrs. R. Basil, 700 La Pradira, Santa Rosa, New Mexico 88435
Mrs. Lou Chavez, 256 Coronado Street, Santa Rosa, New Mexico 88435
Mrs. George Chavez, 821 S. 5th Street, Santa Rosa, New Mexico 88435
Mrs. Albert Flinn, 520 5th Street, Santa Rosa, New Mexico 88435
Mrs. Robert Harrison, P.O. Box 322, Santa Rosa, New Mexico 88435
Mrs. Robert Ross, 571 Brown Street, Santa Rosa, New Mexico 88435
Mrs. Fred Rothe, 606 Parker Street, Santa Rosa, New Mexico 88435
Mrs. Tudy Sanchez, 258 Coronado Street, Santa Rosa, New Mexico 88435
Mrs. Ronald White, 420 Lake Drive, Santa Rosa, New Mexico 88435
Mrs. Jack Eldridge, 534 Coronado Street, Santa Rosa, New Mexico 88435
Mrs. Doug Harrison, 1919 Will Rogers, Santa Rosa, New Mexico 88435
La Noel Brazil, 14 Verona Avenue, Batavia, N.Y. 14020
Debbie Temple, State Fish Hatchery
Mrs. Tom Johnson
Mrs. Cathi Busby, 2314 15th Street, Alamogordo, New Mexico 88310
Mrs. Louise Lindley, 2323 Union, Alamogordo, New Mexico 88310
Mrs. Alice Miller, Rt. 1, Box 2525, La Luz, New Mexico 88337
Mr. Ernest Hill, 223 Maryland, Alamogordo, New Mexico 88310
Jacque Rice, P.O. Box 63, Springer, New Mexico 87747
Dolores Arellano, P.O. Box 433, Springer, New Mexico 87747
Nell Caldwell, P.O. Box 128, Springer, New Mexico 87747
Mrs. Janice Reed, Socorro, New Mexico 87801
Mr. Luis Lopez, Socorro, New Mexico 87801
Dolores Galvi Martinez, Socorro Consolidated Schools, Socorro, New Mexico 87801
Carol DelCurto, 805 Lucero Avenue, S.W., Socorro, New Mexico 87801

VOLUNTEERS (continued)

Barbara Torres, 328 School of Mines Road N.W., Socorro, New Mexico 87801
Mrs. Marilyn Petschek, 1216 South Drive, Socorro, New Mexico 87801
Mrs. Alice Sanford, 1302 North Drive, Socorro, New Mexico 87801
Mrs. Kay Krehbiel, 705 Fitch N.W., Socorro, New Mexico 87801
Mrs. Ellie Gelhar, 1211 Apache Drive, Socorro, New Mexico 87801
Mrs. Helen Johnson, 801 School of Mines Road, Socorro, New Mexico 87801
Mrs. Carol Summers, 105 McCutcheon Avenue, Socorro, New Mexico 87801
Mrs. Zella Alderete, 101 Vigil Avenue N.E., Socorro, New Mexico 87801
Mrs. Anita Budding, 703 Liles N.W., Socorro, New Mexico 87801
Mr. Mike Silva, Rt. 2, Box 64, Mountainair, New Mexico 87036
Mr. David Murphy, Rt. 2, Box 64, Mountainair, New Mexico 87036
Mrs. Eleno Candelaria, Mountainair, New Mexico 87036
Father Richard Olona, Mountainair, New Mexico 87036
Mrs. Jim Brown, Mountainair, New Mexico 87036
Miss Amy Meadows, P.O. Box 175, Mountainair, New Mexico 87036
Anita Johnson, Del Norte High School, Albuquerque, New Mexico
Tommie Allen, John Adams Jr. High School, Albuquerque, New Mexico
Mr. & Mrs. Floyd Mansell, P.O. Box 171, Magdalena, New Mexico 87825
Mrs. Steve Blea, Mosquero, New Mexico 87733
Mrs. Carol Hammer, Mosquero, New Mexico 87733
Miss Jane Roby, Mosquero, New Mexico 87733
Mrs. Virginia Self, Roy, New Mexico 87743
Mrs. Ruth Gilmore, Roy, New Mexico 87743
Mr. Allan Floersheim, Roy, New Mexico 87743
Miss Marilyn Hermann, Roy, New Mexico 87743
Lavina Gallerito, P.O. Box 176, Mescalero, New Mexico 88340
Adele Shanta, " " " " " " " "
Carol Carrillo, " " " " " " " "
Helen Klinekole, " " " " " " " "
Eunice Kawaykie " " " " " " " "
Donna Kawakla " " " " " " " "
Florence Rocho " " " " " " " "
Mary Lou Kansewah " " " " " " " "
Bernadette Carrillo " " " " " " " "
Faye Kaydohzinne " " " " " " " "
Eunice Torres " " " " " " " "
Evadean Platta " " " " " " " "
La Veda Hosetosovit " " " " " " " "

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and the volunteers wrote back...

Farmington, New Mexico 87401
Sept. 11, 1974

The Reading-Is-Fun-damental Program

To Whom It May Concern:

It was my privilege to work with Woody Anderson, Childrens' Librarian of City of Farmington Public Library, in the Reading-Is-Fun-damental Program during this summer. The children from McCormick Elementary School were my group.

One mother attended the preliminary meeting, brought her son to the library for the program and was available for transportation for other children.

It is our hope that, at least, some of the children who took advantage of the Reading-Is-Fun-damental program will have established a life-long reading habit and will find that reading is truly fun as well as educational.

We appreciated this program's being set up in our community by Mr. Anderson. (Thank you, Woody.)

Sincerely yours,
Averil P. Plowman
Averil P. Plowman (Mrs.).

Dear Mrs. Gillentine

Thank you for the opportunity to see light in the childrens eyes that took part in this program. Even if the ouce was not a big turn outy I had children come up to me when I was in town and say "Mrs Hammer when do we get books, again."

Im sure if we are able to have this program again, the children that did get books will have spread the word and that children who live in the country will try and get their parents to bring them.

Thanks again
It was my pleasure
Carol Hammer

I do believe this program was very effective, especially here in our mountain towns where reading materials are so limited for children as well as adults.

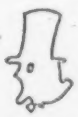
Mrs Candelaria

Dear Mrs. Gillentine

Thank you for sending the letter expressing your thanks for my help in the R.I.F. program this summer. Later I found it difficult to find the addresse of the place to which to write, so forgive me if the letter is delayed.

Also, would you please send me a copy of the final report that is being sent to all participating libraries. In closing, please find a copy of my card with my addresse, phone number, and city. Keep my name in mind next time you wish me to perform for a library funtion. I shall do so gladly, minus a small fee, ranging from $2.00 to $5.00.

Yours truly,
John Johnson
John Johnson
"The Magic Man"
"The Magic Man"



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Dear Jane,

I enjoyed the work shop in Albuquerque last Spring. It was especially enjoyable to spend someone else's money on things children enjoyed.

My only suggestions on improving RIF are:

1. It could have started earlier in June, though this might have been an administrative problem.
2. We needed to drive all over town, honking our horns, with a sign on the side of our car, reminding children to come to RIF that same day. I feel many of our children forgot — ones who really needed the books.

Sincerely,

Mrs. Virginia E. Self

Dear Mr. Anderson,

As one of the mothers from Blanco School I would like to thank you for your part in the Summer Reading Program. I enjoyed taking the children into the library just about as much as they enjoyed going. The children were always eagerly awaiting the distribution date. My child could barely wait to get started reading her books as I am sure all the children did.

I hope this program will continue next year as it is a real help to improve the children reading.

Thank You Again

Mrs. Rafelita Valencia

Dear Mr Anderson,

It was a genuine pleasure to help with the R.I.F. program this summer. All of the children that I had any contact with displayed such happiness in selecting their "very own" books.

Michael Yazzie, a very shy little boy just glowed when he went home with his first selections and you just knew how very pleased he was when he said, "Now I have books that are just for me."

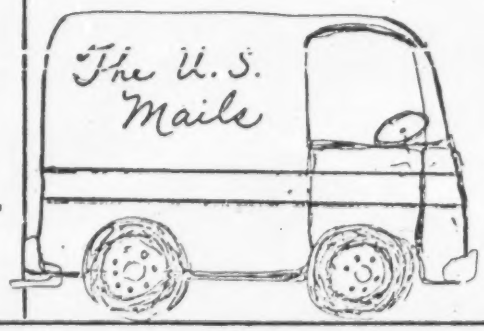
Mrs Mitchell, the mother of two boys who participated, said they were so proud of the books they got and enjoyed reading them so much she was sure that they would try even harder to do well in school this year.

Ronnie Seiz mother said he told his 4th grade brother, "See what I got for reading good--you should learn to read good too."

I hope we will be able to have an even more extensive program next year. Thanks for letting me help.

Sincerely,

Marjorie Jensen



On looking back on the RIF Program carried out here I do think it got over to the children involved that there are books in the world which each can understand and enjoy and that they can even own them. This may have been an old story to most of the group, but for a few it was likely the first time they had heard it and seen it happen.

Sincerely & Gratefully

Nell T. Caldwell

The children enjoyed the 1974 program very much. The parents felt the R.I.F. program was an encouragement for the children, sparked an interest in them to learn to read better and introduced some of the children to the Library for the first time.

Thank you,

Mrs B E McLaughlin

Mrs B. E. McLaughlin

September 7, 1974

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Some substantive evaluation of reading scores showing the effect of RIF participation was important, but the two Control Projects planned originally were not completed because of school personnel changes. However, Janice Reed and Dorothy Holmes of the Socorro project included such an evaluation. Janice shared her findings with us:

Socorro Junior High School
Socorro, New Mexico 87801
January 10, 1975

Ms. Jane Gillintine
State Library
P. O. Box 1629
Santa Fe, New Mexico

Dear Jane:

Children participating in the RIF program were tested in the spring of 1974 and again in the fall with the Stanford Diagnostic Reading Test-Level II-Form W. Of the 27 children participating in Reading Is Fundamental, the following results were shown:

2 moved and were not tested
5 lost in reading ability
4 remained the same
2 gained 1 month
1 gained 2 months
1 gained 4 months
1 gained 6 months
2 gained 7 months
1 gained 9 months
3 gained 1 year
1 gained 1 year and 1 month
1 gained 1 year and 3 months
1 gained 1 year and 5 months
1 gained 1 year and 6 months
1 gained 3 years

Because testing usually shows a loss of reading growth over the summer, we felt RIF was a definite help to the participants.

Sincerely,

Janice Reed

Janice Reed, Reading LSpecialist

Such longitudinal testing, especially with a larger sample, would be most valuable in establishing an affirmative basis on which to expand Reading Is FUN-damental projects.

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In looking back, was RIF successful? For the boy who asked for a dinosaur book, "just like" his friend's . . . for the little girl who had always wanted to have her own Charlotte's Web . . . for the boy who had to be told over and over he could keep his book . . . RIF was successful. For the many who took books for their brothers and sisters, for their uncles and friends and mothers, . . . RIF was successful. For the autistic child whose RIF book brought a smile to his face . . . and for the friends who carefully selected together so that they could share later on . . . RIF was successful.

For those of us who typed and talked and wrote and planned . . . for those librarians and volunteers who worked so unselfishly, RIF was an experience . . . a rich experience in learning and planning together, in communicating and understanding each other. And if we grew in these ways, then for us, too . . . RIF was successful.

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NEW MEXICO STATE LIBRARY
P.O. BOX 1629 SANTA FE 87503 (505) 827-2033
C. EDWIN DUNLAP, State Librarian

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September 12, 1973

Appendix I (a)

Reading Is Fundamental (RIF) is a program developed through private efforts to provide self-selected paperback books to children to keep for their very own. This program has operated in both rural and urban areas to give people the experience of owning their own books and of reading for pleasure.

Each RIF situation is unique--fitting the needs, facilities, attitudes and desires of the community who plans it. Each community creates its own solution for organizing, developing and financing its own program.

A number of people in New Mexico have discussed RIF projects, and the successful development of these will depend upon the enthusiastic involvement of responsible community service organizations. The State Library and the State Planning Office are sponsoring an organizational meeting on Tuesday, September 25th for groups and individuals from throughout the state who are interested in knowing about RIF and in developing projects in their communities.

A presentation by the RIF Regional staff will give technical advice on organizing a project and a short film will show some of the procedures and accomplishments of projects already begun.

This meeting will be September 25, 1:30 P.M., in Room 336, State Capitol Building. If possible, please contact the State Library, 827-2103, to let us know if you or a representative of your group will be able to attend.

We welcome all groups or individuals who would be interested in RIF projects, and we would appreciate any additional contacts made by your passing this invitation to other organizations, affiliates or chapters.

Sincerely,

Jane Gillentine

(Mrs.) Jane Gillentine,
Program Coordinator

JG/jv

letter mailed to all people on list attac

Appendix I (b)

Pat Carr
P.O. Box 206
Laguna, NM 87026

Dolores Loudermilk
Wingate Elem. School
Ft. Wingate, NM

Mercedes Gugisberg
1248 Lobo Pl. NE
Albuquerque, NM 87106

Rafael R. Trujillo
Taos Municipal Schools
P.O. Box 881
Taos, NM 87571

Dulcie Romero
Taos Elem. Reading Lab
Taos, NM 87571

Lucy S. Cruz
Taos Elem. Library
Taos Municipal School
Taos, NM 87571

Rita Tanen
J.O. Hansen
La Madera Street
Santa Fe, NM 87501

Joe Thompson
Department of Education
Santa Fe, NM 87501

Vivienne Johnson
Bloomfield Schools
Box 157
Bloomfield, NM 87401

Rev. Alan J. Cushing
Archdiocese of Santa Fe
4002 Silver SE
Albuquerque, NM 87108

Ann Kelley
McCurdy School
Santa Cruz, NM

Bill Franke
Truchas, NM 87578

Orlando Garcia
P.O. Box 226
Ranchos de Taos, NM

David A. Tuller
Femez Springs H.S.
Jemez Pueblo, Canyon Rt 4A
New Mexico

Margaret Chase Trujillo
P.O. Box 881
Taos, NM 87571

Cesarita Archuleta
Box 1616
Taos, NM 87571

Janice Reed
Socorro Junior High School
Socorro, NM 87801

Marilyn Petschek
1216 South Dr.
Socorro, NM 87801

Dolores Gavi Martinez
Torres Elem.
Socorro, NM 87801

Patricia S. Taft
Albuquerque Public Library
423 Central Avenue NE
Albuquerque, NM 87101

Elinor McCloskey
Albuquerque Public Schools
P.O. Box 1927
Albuquerque, NM 87103

Sister Therese Misencik
St. Catherine Indian School
P.O. Box 1883
Santa Fe, NM 87501

Sister Marie Christine, Librarian
St. Catherine Indian School
Box 1883
Santa Fe, NM 87501

Dana Newmann, Reading Specialist
State Department of Education
Santa Fe, NM 87501

B.B. Craig
Wingate High School
Ft. Wingate, NM

Mrs. Alice O. Martin
Box 193
Ranchos de Taos, NM

Freda Faye Poe
Box 131
Crownpoint, NM

Larry L. Lloyd
Crownpoint, NM

Elsie Alonzo
Box 248
Ramah, NM

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Chamber of Commerce
134 E. Railroad Avenue
Lordsburg, eM 88045

Silver City Optimist Youth Club
1301 Santa Rita
Silver City, NM 88061

Gallup Indian Community Center
200 W. Maxwell Avenue
Gallup, NM 87301

Grants Community Center
223 W. Santa Fe Avenue
Grants , NM 87020

Chamber of Commerce
103 W. 66 Avenue
Gallup, NM 87301

Midwest NM CAP
224 N. 5th
Gallup, NM 87301

Community Service Center
506 W. 66 Avenue
Gallup, NM 87301

Office of Navajo Economic Opportunity
Red Rock, NM

Huerfano Chapter House
Huerfano, NM

Children Inc. - American Indian Division
301 E. Hopi
Farmington, NM 87401

Chamber of Commerce
125 N. Main Avenue
Aztec, NM 87410

Rev. Timon Cook
Gallup Diocese
415 East Green
Gallup, NM 87301

Rev. Gerald A. McDonald
1300 Lamar
El Paso, Texas 79903

Rev. Albert A. Schneider
Archdiocese of Santa Fe
4002 Silver, SE
Albuquerque, NM 87108

Save the Children Federation
123 Yale Blvd, SE
Albuquerque, NM 87106

Jerry Rainwater
REading Center
Eastern New Mexico
Portales, NM

Mrs. Mildred Fitzpatrick
909 Masilla NE
Albuquerque, NM 87110

Model Cities Program
236 Montezuma
Santa Fe, NM 87501

NM Rural Electric Coop
614 Don Caspar
Santa Fe, NM 87501

Mrs. Marjorie Dodge
Assistant Principal
Shiprock School
Shiprock, NM

NM Congress of Parents and Teachers
605½ San Mateo NE
Albuquerque, NM 87110

NM Committee on Children and Youth
P.O. Box 6223
Albuquerque, NM 87107

United Pueblos Agency
Cochiti Pueblo Council
P.O. Box 1667
Albuquerque, NM 87103

League of United Latin American Citizens
1015 Tiferas NW
Albuquerque, NM 87101

Mrs. Mabel I. Crane
Eastern Plains Regional Library
P.O. Box 1191
Tucumcari, New Mexico 88401

Mrs. Anna L. Brooke
Southwestern Regional Library
1001 West Street
Silver City, New Mexico 88061

Mr. James Johnstone
Northwestern Regional Library
P.O. Box 167
Belen, New Mexixo 87002

Mrs. Katy Rotan
Southeastern Regional Library
P.O. Box 517
Lovington, New Mexico 88260

Mrs. Vida C. Hollis
Northeastern Regional Library
P.O. Box 97
Cimarron, New Mexico 87714

Mrs. Tillie Q. Trujillo
Northern Regional Library
P.O. Box 370
Espanola, New Mexico 87532

Mrs. Pat Carr
P.O. Box 206
Laguna, NM 87026

Mr. Bill Franke
Truchas Community Center
Truchas, NM 87578

Mary Utsinger
Navajo School
2936 Hughes Road SW
Albuquerque, NM 87105

Helena Quintana
P.O. Box 444
Las Vegas, NM 87701

Lewis Mynne
P.O. Box 248
Ramah, NM

Chamber of Commerce
555 E. Main
Farmington, NM 87401

Community Action Corp of Eddy C.
7 & Kemp Avenue
Artesia, NM 88210

Chamber of Commerce
408 W. Texas Avenue
Artesia 88210

Community Action Agency
Dona Ana County
410 South Valley Drive
Las Cruces, NM 88001

Community Action Program
Torrance County
515 S. 6th
Estancia, NM 87016

Holloman Officers Wives Club
Holloman Air Force Base 88330

Kirtland Officers Wives Clubs
Kirtland A.F.B.
Albuquerque, NM 87117

Tularosa Lions Club
400 Central
Tularosa, NM 88352

Bayard Lions Club
200 Tom Foy Blvd.
Bayard, NM 88023

Silver City Woman's Club
Silver Heights Blvd.
Silver City, NM 88061

Chamber of Commerce
109 E. Pine
Deming, NM 88030

Chamber of Commerce, Silver City
Grant County
109 N. Broadway
Silver City, NM 88061

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Nick J. Pappas, Exec. Director
Southeastern N.M. Econ. Dev. Dist.
P.O. Box 6639 RIAC
Roswell, N.M. 88201

Albert I. Pierce
Council of Gov. of N.M.
Middle Rio Grande Area
505 Marquette, N.W. Suite 1320
Albuquerque, N.M. 98101

Jeff Meyer, Executive Director
McKinley Area Council of Gov. (MACOG)
300 West Hill
Gallup, N.M. 87301

Troy Ramsey
Eastern Plains Planning Council
Curry County Courthouse
Clovis, N.M. 88101

Roedell Schmitt, Exec. Director
San Juan Council of Gov.
805 Municipal Drive, Room 116
Farmington, N.M. 87401

Leo Murphy, Exec. Director
North Central N.M. Econ. Dev. Dist.
P.O. Box 4248
Santa Fe, N.M. 87501

Frank Coppler, Exec. Director
New Mexico Municipal League
138 E. Manhattan
P.O. Box 846
Santa Fe, N.M. 87501

James W. Harrison, Exec. Director
Southwest N.M. Council of Gov.
P.O. Box 1211
Silver City, N.M. 88061

Albert Galves, Exec. Director
Southern Rio Grande Council of Gov.
1480 North Main Street, Room 204
Las Cruces, N.M. 88001

NAACP
Robert Harding
13312 Sunset Canyon Dr. NE
Albuquerque, NM 87111

Sandoval County Indian Pueblo CAP
Box 578
Bernalillo, NM 87004

Jicarilla Apache Tribal Council
Jicarilla Apache Tribal Office
Dulce, NM 87528

Midwest NM CAP
Box 367
Los Lunas, NM 87031

CAP-Dona Ana County
410 S. Truck By-Pass
Las Cruces, NM 88001

Council for Youth
P.O. Box 454
Las Cruces, NM 88001

Mescalero Apache Tribal Council
Mescalero NM 88240

NM Indian Tribal Council, N.Y.C.
907 Indian School Rd. NW
Albuquerque, NM 87102

NM Municipal League
138 E. Manhattan Avenue
Santa Fe, NM 87501

NM School Boards Association
207 Shelby
Santa Fe, NM 87501

Eight Northern Indian Pueblos Council
Pojoaque, NM 87501

BIA 1st National Bank Building E.
Central Avenue NE
Albuquerque, NM 87108

Southern Pueblos Agency
1000 Indian School Rd. NW
Albuquerque, NM 87107

YCFA
1035 Alto Street
Santa Fe, NM 87501

Follow-Through
Santa Fe Public Schools
610 Alta Vista
Santa Fe, NM 87501

Follow-Through
Las Vegas Public Schools
1015 8th Street
Las Vegas, NM 87701

Junior League of Albuquerque
8200½ Menaul NE
Albuquerque, NM 87110

Santa Fe Woman's Club
Las Vegas Highway
Santa Fe, NM 87501

Woman's Club of Albuquerque
618 Gold Avenue, SW
Albuquerque, NM 87101

Ted Sanders
Department of Education
INTER - AGENCY

Alice Vern Duez
Department of Education
INTER - AGENCY

The superintendents of the 88 school districts in New Mexico received invitations.

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Enclosure - to School Superintendents and Principals.

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20208

Appendix I (c)

Dear Colleague:

Reading is Fundamental (RIF) is a program working closely with the Right to Read effort. RIF is a program developed through private efforts to provide self-selected books to children.

As you well know, the latest techniques, programs, machines and devices will not work unless a child wants to read. This is what RIF is about---to motivate a child to want to read. RIF's objectives are to lead a child to experience and pleasure found in books and to encourage him to develop and follow his own interests through books he selects. RIF has operated in many rural and urban areas to give books a new value and perspective.

This national activity being advanced by volunteer leadership is completely compatible with the Right to Read effort. The enclosed joint Right to Read-RIF suggestions are commended for your consideration and support.

If you would like additional publications or information about RIF, please contact: Mrs. Eleanor Smeller, Reading is Fundamental, Smithsonian Institution, Arts and Industries Building, Washington, D.C. 20560. Her number is (202) 381-6117. ~~_____~~ or come to the New Mexico RIF meeting.

Sincerely yours,

Ruth Love Holloway

Ruth Love Holloway
Director
Right to Read Program

Enclosures

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NEW MEXICO STATE LIBRARY
P. O. BOX 1629 SANTA FE 87501 (505) 827-2103
C. EDWIN DOWLIN, *State Librarian*

Appendix I (d)

September 12, 1973

We would appreciate your passing these on to interested people and groups in your area.
Some suggestions:

Civic service clubs such as Kiwanis, Rotary, Lions, etc., and their auxiliaries

AAUW Chapters
Junior Chamber of Commerce

RIF is accepted as national projects for these groups

Church auxiliaries, Women's Clubs, Retired Citizens groups

Professional groups such as B&PW, Credit Women's Clubs, Teacher's Associations

Volunteer organizations.

School districts, BIA personnel, and some state-organized groups have been contacted, but local community leaders can best be identified by you, and we appreciate your cooperation very much. If you need further information, please contact me.

Jane Gillentine

Extra copies of the letter, Appendix I (a), were sent to the Council of Governments district offices for them to distribute.

To CG groups - 5 letters

NEW MEXICO STATE LIBRARY
P. O. BOX 1629 SANTA FE 87501 (505) 827 2103
C. EDWIN DOWLIN, *State Librarian*

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Appendix I (e)

October 10, 1973

Dear

Thank you for attending the RIF meeting on Tuesday, September 25th. We hope you are enthusiastic about developing a RIF project in your area and can interest other people with the idea.

The film, "Bequest of Wings," is currently available for loan from the State Library. If you have need for additional material or information, we will try to supply you, or you can write the Regional Office:

Mrs. Barbara Ronan
3301 East Cypress
Phoenix, Arizona 85008

Suggestions for funding sources are to be found in the RIF Guide to developing a program, as well as other good ideas and possibilities.

Please let us hear from you if we can help with additional contacts or information.

Sincerely,

(Mrs.) Jane Gillentine
Program Coordinator

JG/jv

10/10/73

This letter was mailed to all the people who attended.

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This went to newspapers, television and radio

Managers with the attached "blurb"

About RIF

As a follow-up to the Reading Is Fundamental meeting on September 25, sponsored by the State Library and the State Planning Office, we would appreciate your participation in using the RIF public service spots on your station or in your newspaper. The attached evaluations will suggest the impact RIF programs could have on educationally deprived New Mexico children who lack adequate communication skills for educational success.

Inquiries about RIF projects are being received regularly by the State Library and there are three projects in the planning stages. We are anxious for as many people as possible to understand the objectives of the program, and to participate in bringing RIF to their own communities.

If you have not received the commercials, please contact:

Shirley Katzander
572 Madison Avenue
New York, N.Y. 10022
(212) 752-9042

Thank you for your help in this matter.

Sincerely,

(Mrs.) Jane Gillentine,
Program Coordinator

JG/jv

enclosure:

cc: Barbara Ronan

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Plight of People Who Can't Read

By Louis Harris

One of the most poignant surveys conducted by the Harris organization in 1970 revealed that approximately 8.5 million Americans 16 years of age and over fall into what might be called a "marginal survival" status -- simply because they don't read well enough to function effectively.

This excludes one percent who are prevented from reading by blindness or other visual defects and another 8 percent of the public who have a special communications barrier, such as language difficulty or deafness.

Among those people who are blessed with reasonably good sight and with an ability to communicate normally with others, a survey the Harris organization conducted for the National Reading Council, based on standard forms Americans are asked to fill out every day, indicated that just on reading deficiency grounds alone:

- Over 4 million could not read well enough to qualify for public assistance on welfare.
- A much higher 10 million would have trouble qualifying for Social Security.
- Over 11 million could not qualify for a driver's license.
- A higher 14 million would not qualify for a bank loan because they could not read well enough to answer several key, elementary inquiries.
- A substantial 48 million pople have a sufficiently serious reading deficiency to keep them from properly qualifying for Medicaid care.

The forms tested were the simplest which could be found. For purposes of the test, they were made even simpler than the real forms are in real life. An interviewer was available on the spot, not to read for them but to help them with spelling and with any other amenities. In real life, these people with reading deficiencies are not likely to have such friendly assistance.

When more involved areas, such as employment forms, Census forms, veterans benefits, and others are contemplated, it is entirely probable that functional illiteracy in America is vastly understated when it is estimated to be around the 18.5 million mark. It may be true that over half of all high school graduates now are going on to college, but left in the wake of these privileged young people is a sizable population that is struggling to survive, simply because they never learned to read adequately.

A nationwide cross section of 1483 individuals 16 years of age and over was asked to fill out the forms in the presence of a Harris interviewer. The results represent minimum measurements of functional reading difficulty people in America have with basic, simple thresholds through which they have to pass to be able to partake of some of the basic benefits of modern life.

The overall results, moreover, mask some wide differences in functional literacy among key segments of the population:

- As might be expected, lower income people (under $5,000) include as many as 18 percent who experience handicaps due to reading deficiency, compared with only 8 percent in the over $10,000 income bracket.
- Black reading deficiency is much higher than that for whites. Fully 22 percent of all blacks surveyed had some real trouble in qualifying for "ready survival," compared with 12 percent of the whites. Even when controls for income are applied in the under $5,000 group alone, 21 percent of the blacks and a much lower 16 percent of whites failed to qualify in answering the test forms.
- Age is another sharp differentiator. Among people 50 and over, 17 percent had trouble with simple capability, compared with only 9 percent of the 16-24 year-old group who experienced the same difficulty.
- Education was an obvious pivotal factor. Among those whose schooling did not go beyond the eighth grade, 23 percent did not posses enough reading capability to fill out the forms, compared with an 8 percent failure rate for those with some college training.

The results of this Harris national literacy test point up a kind of handicap which is largely taken for granted in the course of everyday life in this country. When roughly one in five blacks, older people, lower income people, and those without much formal education are incapable of enjoying some of the most basic economic privileges of society -- solely on the grounds of reading deficiency -- the situation is startling and even shocking.

For people such as these who know they have reading comprehension problems of a most elementary variety surely must go through life feeling a sense of deprivation and inferiority that other citizens do not experience. Undoubtedly, they avoid situations in which they can be confronted with having to read instructions, fill out forms, and demonstrate a functional literacy which they just do not possess.

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RIF NEWSLETTER
VOL. 3 ISSUE 3
SEPT. 1973

Studies Show Impact of RIF On Children in Three Projects

WASHINGTON, D.C.—Three evaluations of local RIF projects this year show overwhelmingly positive reactions —and results—among children, parents and teachers.

The three programs—small, medium and large—produced data showing that RIF projects "increased interest in books," "increased motivation for reading," "were helpful in reading instruction."

The programs were the AAUW-sponsored project in Circleville, Ohio, with 175 children receiving books; the Avon Grove School District in West Grove, Pa., with 1,470 children participating; and Syracuse where 11,501 youngsters in 21 public schools and nine parochial schools were served.

The Avon Grove School District is partially funded by ESEA Title I funds; Syracuse receives Title I monies; Circleville AAUW has contributed funds for the project.

Some of the highlights of the studies follow:

In Syracuse, Project Director Bernice Robertson reports that just about everyone—youngsters, teachers, parents—was eager to have the RIF program continued.

Parents say children are reading at home, asking for books as gifts, sharing their books with brothers and sisters. They also say that with those at school having books, preschoolers are asking for their own books, too; and that pride of ownership is much in evidence as well as pride in learning new words and in reading improvement.

Among the comments: "My son was a very poor reader until RIF came;" "Everybody reads the books at our house. My children are reading better now."

Teachers had the following to say: "RIF is absolutely wonderful. The children read every free minute;" "My classroom library has never been used as much as this year."

In West Grove, Pa., Community/School Director Phil McDowell reports that in addition to giving books to students, the program set up an exchange. In order to receive another book, a student had to return one he had earlier chosen.

With 1,740 children participating, there was an exchange of more than 13,000 books. Schools involved included two elementary, one middle, and one high school.

Two-thirds of the teachers in the elementary and high schools felt that the RIF program had been helpful in reading instruction, and just about 90 per cent in the latter schools saw an increased interest in books. The middle school was not so responsive, although 92 per cent of the teachers reported "enjoyment" of books, and a "positive" response from 83 per cent of the students.

Some of the teacher comments: "Children are reading more and are more selective when choosing books. They seem to know what they really enjoy, and aren't wasting time on stories that don't appeal to them;" "Can't tell if RIF has been effective without some sort of testing. I *feel* it is good. Is feeling enough?"

"I sincerely hope this program will be continued. The children in my room are enthusiastic about the RIF books. They make frequent exchanges, comment to the other children and to me about the books they are reading, look for books that have been recommended to them and even give up part of their recess period to go to the RIF room."

The vast majority of parent comment was positive, although there were a few skeptics. One parent said, "Some children wouldn't value a book no matter who gave it to them." But 93 per cent of the parents wanted to see RIF continued and emphasized their desire with comments like the following: "The RIF program gave our child a big incentive to read, read, read;" "Karate? Judo? Well, I want him to be reading and if this makes him read—even though it's not my choice—I guess it's O.K. So thank you."

"There were many stories we enjoyed as a family. It gave the children more of a chance to read to us, also;" "My child enjoys reading more by selecting his type of material, and I think this is a great step for those children who lack interest in reading."

Mrs. Phillip List, who served as RIF Project Chairman of the AAUW Circleville Branch, reports that 125 children, grades 1-3, and 50 in grades 4-6, in six elementary schools, received RIF books this past year. Four reading teachers were involved in the program, all agreeing that the youngsters looked forward to their RIF books.

The teachers reported "increased motivation for reading" as a result of RIF. Overall reaction by youngsters was "positive" and the teachers want to see the program continued.

Their comments included: "The kids could hardly wait to pick out books, to see the new books when they arrived;" "Some read their books the first night and told me about them the next class period;" "They were eager for new books and would talk about possible choices with their friends."

Parents agreed that their children enjoyed RIF books, with 84 per cent saying they felt the youngsters' interest in books "increased."

School Library Use Increasing With RIF Projects in Operation

WASHINGTON, D.C.—School libraries are where the action is when RIF goes into operation.

In Syracuse, Project Director Bernice Robertson reports that with one of the local program's goals increased use of the library, it was generally believed that a five per cent increase in book circulation would result.

But the estimators underestimated the impact of RIF. This past year, library circulation in one school library surveyed showed a 53 per cent jump.

In Langley Junior High School here, circulation of school library books is also on the rise. In 1971, 915 books were borrowed. With RIF in Langley Junior High during the '72 Spring term, circulation of books has gone up to 1,270.

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Magazine Ads, TV 'Documentary,' Radio Take New Direction

NEW YORK, N.Y.—The new RIF public-service advertising campaign starts this month. The advertisements for national consumer, business, education and library publications, the television and radio spots are a new look at RIF.

Approved by The Advertising Council and listed in the September-October '73 *Public Service Advertising Bulletin*, the time and space accorded RIF public-service announcements are given free by the media.

In the first two RIF campaigns, the goal was to establish the organization's identity and to generate public response with Pinocchio the star of the show, an animated, crackly-voiced creature who talked about RIF.

Although the goal of this year's campaign is the same, the approach is different.

Under the direction of the Al Paul Lefton advertising agency, the public-service print ads and TV and radio spots are mini-documentaries.

The Al Paul Lefton Co., headed by Al Paul Lefton, Jr., is known for its unique, hard-hitting campaigns. It is RIF's volunteer agency. Its top people, who work on the campaign as a public-service contribution to RIF, include Herbert I. Rosen, Vice President; Kenneth Merritt, Creative Director; Ruth Schmidt, TV Production Manager; Kenneth Morris, Account Executive; Mel Barlin, Copywriter; Terry Friary, Art Director.

This year's television spot—in 20-, 30- and 60-second versions—was produced by Pete Miranda, head of May Day Productions, one of the leading commercial film-makers in the country.

The film opens with a lonely looking child leaning over a tenement railing, flapping laundry strung from windows above him. He walks along a shadowed street, bored, crunching through trash, kicking a can, wandering, small and lonely, knee-high to adults.

The boy emerges from the shadowed street into sunlight, and sees a group of excited children queued up at a RIF Bookmobile. Uncertain and wary, he eases the Bookmobile and then, shrugging, gets into line.

He joins the others in the Bookmobile and is attracted by a book, the famous "I Am Somebody." He leafs through it, his interest growing. He leaps from the Bookmobile, runs along the river, with the final shot showing him sitting at the end of a sunlit dock, water sparkling around him, reading aloud to himself.

The color is superb; the sound effects real; the music poignant. The voice-over in the film is that of actor Leslie Nielsen. Two RIF project directors—Lavera Brown, of Pittsburgh, and Beth Pettit, of P.S. 92—appear in the television spot, doing on camera what they do for RIF. RIF borrowed the Hartford project bookmobile, and redecorated it for the film.

Radio spots are also done by Nielsen. One has sound effects; the second has a musical background. They are 30 and 60 seconds.

The print ads have the same strong impact. The general consumer ad is entitled, "There's more than one kind of hunger." It reads: "For children growing up in homes without books, there's a special kind of hunger. A deep-down hunger for a world beyond the street. A world where they could grow up to become whatever they want to be.

Public Service Advertising Campaign Begins

"But millions of these children will never find that world. Because without books, they'll never learn about it. Unless you help.

"Reading Is FUN-damental (RIF) is getting millions of books into the hands of these boys and girls. Books they can choose themselves. For keeps. It's the best way anybody's come up with to make them want to read. By making reading fun—and fundamental.

"And once you get a child started on books, there's no stopping him. More than 150 local RIF programs are proving it. In communities all across America.

How You Can Help RIF's Ad Campaign

Your local television and radio stations should have RIF's Public Service spots. You can telephone, or write, or pay a call on station heads in your area and urge them to use the commercials in public-service time. If for some reason they have not received the commercials and wish to use them, write or telephone RIF with their exact names and addresses. RIF will get the commercials to them. If there is a local magazine published in your locality, ask the publisher to use RIF's print ads. For reproduction proofs of the ads, which can be reproduced in newspapers as well, write or phone RIF.

"But the trick is, you have to reach a child before the hunger dies. Won't you help RIF help the children in your community to want to read? Send the coupon. Today."

The ad prepared for business publications carries the headline, "21 million Americans over 16 can't read a Want Ad." It continues: "You'll find them all over America. Doing nothing. Going nowhere. Twenty-one million Americans who never had a chance. Because no one ever helped them want to read.

"Reading Is FUN-damental (RIF) has a simple, incredibly successful way to keep today's youngsters from winding up in the same boat. A way to make them want to read. To make them grow up to be the kind of bright, ambitious adults you want working for your company. We help get books into their hands. Books they pick out themselves. For keeps. Because once you give a kid a book he can call his own—a kid who never had much of anything that really belonged to him—he'll want to read it. . .

"Before you write these kids off, write RIF, Inc."

For education and library publications, the ad is headlined, "Finally, a get-a-kid-into-books program that works." It reads: "Some children have language or perceptual problems. Some are retarded. But, most likely, if a child doesn't read, it's because he never gave it a fair chance.

"He probably doesn't have any books of his own. His home has no books. And his parents never transmitted a real interest in reading.

"Reading Is FUN-damental (RIF) programs have proven remarkably successful because they tackle this problem head-on. . .

"Find out how surprisingly well a RIF program can motivate the non-readers in your classrooms. Send the coupon today."

The RIF prints ads carry effective photographs of children.

Pinocchio, who worked hard for RIF for two years, has earned retirement.

(See Pages 6 and 7 for pictures on the production of RIF's television spot.)

RIF NEWSLETTER
VOL.3 ISSUE 3
Sept. 1973

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"BE A PLEASURE... GIVE A CHILD A BOOK" --ronan

RIF - What is it ?

A program developed thru private efforts to give children books --books children select themselves--to motivate them to read.

How it all started

When Mrs. Robert S. McNamara gave a book to a child she was tutoring in Washington D. C. & learned that no one in the child's family had ever owned a book...RIF was born.

The film, BEQUEST OF WINGS, tells the story & can be borrowed from Jane Gillentine, Program Coordinator at the State Library. Jane also offers to help you in any way she can.

What can we do!

The SANTA FE KEY CLUB, a Kiwanis sponsored youth group, is planning a RIF project in Santa Fe.

1 IDENTIFY & DOCUMENT THE NEED

Run a profile of your own
Work through
- ...schools
- ...child federations
- ...boys' clubs
- ...churches
- ...neighborhood centers

Select target group by age or grade
Involve parents

2 GET HELP

National RIF Office will send you
- ...suggestions about organizing
- ...lists of books recommended for purchase
- ...names of publishers giving special discounts for RIF programs
- ...information about RIF

RIF representatives like Barbara Ronan are available for workshops on specific organizations of projects as well as the initial concept presentation.

– If you want a meeting –

Write to: Barbara Ronan
Western Regional RIF Office
3301 East Cypress
Phoenix, Arizona 85008

Plan a campaign to arouse interest
Include newspaper, TV & radio publicity
Make a list
- ...of people to invite
- ...possible local funding sources
- ...active volunteer or club groups
- ...identified needs representatives

RESOURCES

PUBLICITY READY TO USE

For local radio & television publicity –
Free professionally produced announcements
For information & suggestions about effective contacts with newspapers and radio & TV stations
Write to: Shirley Katzander
572 Madison Avenue
New York, N.Y. 10022

We are beginning to hear one or two daily announcements in the Santa Fe area, but other towns might need requests made by local citizens to encourage their use. Experience has shown that local requests to the media have produced the most response and made the best impression.

POTENTIAL FUNDING SOURCES

Local businessmen
Local businesses like gas plants, utility companies, mining companies, bankers' groups, & those that want some public relations exposure
PTA
Ladies' clubs
Church auxiliary groups
Civic Clubs & their auxiliary groups
Professional organizations like B & PW, Credit Women's Associations, Pilot Clubs

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C. EDWIN DOWLIN, *State Librarian*

March 11, 1974

Appendix III (a)

Mr. John Smith
P.O. Box 8745
Albuquerque, New Mexico 87111

Sample

Dear Mr. Smith:

Approximately 18½ million Americans, 16 years of age and older, are functional illiterates.

In the average public library Summer Reading Program, about 47% of the enrollees fail to complete the requirements.

Non-readers continue to be non-readers - if no one ever helps them to want to read. And libraries continue to serve the few who read.

Are you interested in a Summer Program that is not only for this year but also for the future? A get-a-kid-into-books program that works? A READING IS FUN-damental program that makes books a way of life not only for reluctant young readers but also for parents who have been non-library users?

RIF motivates children to read with a simple device: It gives them an opportunity to choose for themselves, from a wide variety of attractive, inexpensive paperbacks, the books that interest them; and it lets them keep the books.

RIF has demonstrated that important motivational and educational strides can be achieved if books are made available to those who need them most - children who do not have books of their own.

RIF programs, ordinarily, are locally funded, but to introduce the program in New Mexico the State Library will provide special grants this summer in a number of communities, hoping that local interest will be stimulated to continue the program in the future.

If you believe that READING IS FUN-damental and you are interested in more information, please fill out the attached blank and return to the Library Development Division no later than March 25th. We will send you details about this popular nationwide program so you can decide whether you would like to try a RIF program in your community and whether you might be eligible to qualify for a special summer reading grant from the State Library.

Sincerely,

(Mrs.) Jane Gillentine,
Program Coordinator

JG/jv

Letter sent to all Public Librarians with Reader's Digest excerpt attached

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Yes, I believe that READING IS FUN-damental, and I would like to know more about the program and what the qualifications are to receive a State Library special summer reading grant.

_____
Librarian

_____
Library

Appendix III (c)

By James Daniel

"A Reading Program That Words"

American Education (August/September '73)

Removed due to copyright restrictions

Yes, I believe that READING IS FUN-damental, and I would like to know more about the program and what the qualifications are to receive a State Library special summer reading grant.

_____
Librarian

_____
Library

RIF READING IS FUN-DAMENTAL RIF

We are glad to know you are interested in knowing more about READING IS FUN-DAMENTAL. The Summer Reading grants from the State Library will be made with the following agreements.

... about RIF

The library and community group accept the basic RIF concepts of motivation and enthusiasm through allowing children to choose attractive books of their own to keep. RIF books should be paperback format and be given to participating children on a non-competitive basis in a three-time distribution.

... about target group

This summer project is to be considered as "outreach." In keeping with the national RIF objectives, it must be directed toward a group of children from "non-user" parents, and in order to be considered successful, will be able to show some kind of project involvement by these parents. This may take the form of help with distribution, encouraging library usage by their children, using the library themselves, etc. The number of target group children to be involved will be best determined by participating libraries and cooperating volunteers. The number must be a manageable one and your decisions about target group numbers should be realistic and specific.

... about manpower

The Summer Reading grant will need people with time to devote to the project. Your community group may be an organization such as garden club, woman's club, P.T.A., church or civic auxiliaries, etc., or may be a group of no less than five interested, committed citizens. Your application should specify the group and include an explanation of their proposed contribution to the project. It must be clearly understood by participating libraries and volunteers that RIF is not a "do-gooder" project. Rather, the stated objective is to encourage reading improvement and interest through a motivation channel not always available in more structured settings. It should be a happy, positive experience for everyone, with the children encouraged to choose what appeals to them.

... about evaluation

Some projects will be designated as "Control Projects." These will provide useful reading level information and comparative data. The State Library will coordinate and assist with precise evaluation procedures for both "Control Projects" and all RIF project libraries.

... about books and ordering

The National RIF organization will conduct a workshop with specific demonstrations and information about how you order books, publisher and distributor

discounts, use of volunteers, mechanics and techniques for distribution... all you need to know with time to ask questions and receive answers. This workshop will be held in Albuquerque, April 29 and 30. You and your "chief volunteer" should attend to find out these important facts. Up to $50 of your grant money may be used to help defray expenses, if this is needed.

... about publicity

Publicity for the project will be handled locally, but national RIF publicity material may be utilized when needed. All state television and radio stations and newspapers have received RIF information and some of this material is currently in use. Publicity for local projects must be planned for maximum community interest and impact--involve the basic RIF concept as it relates to real local activity.

Enclosed is an application for participation. Deadline for returning this is April 17. The State Library Commission will assist with funding qualified projects. For example, a State Library Summer RIF grant of $150 will provide five books apiece for approximately 50 children. (Special RIF discounts make this possible). A State Library grant of $150 plus local money of $150 would make RIF possible for 100 children. A project should probably consist of no more than 100 children, although exceptions will be considered. Please consider the target groups in your community... Plan with interested volunteers... Call us if you need to talk it over.

If you expect to use a portion of your grant money for workshop expenses, please note this on your application. The State Library will compute your grant amount with this consideration.

Jane Gillentine
Program Coordinator
New Mexico State Library
Santa Fe, New Mexico
April 3, 1974

Mailed to Public Libraries
with application blank.

I would like to apply for a special summer READING IS FUN-damental grant for _____ Library.

Population of community (1970 census) _____
Population under 14 years _____
Total library registration _____
Library registration under 14 years _____

Area of community with smallest number of total library registrations: Identify geographically and describe population (income level, education, other factors relating to non-library use) _____
_____
_____
_____

Number of children grades K-3 in above area to be reached by RIF project _____
(Other age groups may be eligible if need can be established.)

Would you be willing and able to work with your school district to provide an evaluation involving reading level growth/decline? _____

Available location for distribution _____

Will you collect, organize and submit to NMSL these basic evaluation requirements?
- Number of children involved
- Number of books distributed
- Publicity samples, including pictures
- Specific (quoted) reactions of volunteers and members of target group (taped comments are preferable if possible)
- Your own reactions and specific impact on library. _____

Name(s) of organization(s) or number of type of community volunteers who understand and believe in the purpose of the project and have promised to help with publicity, transportation, distribution, etc. _____
_____
_____

What help have they agreed to give? _____
_____
_____

_____
Signature of person who will coordinate volunteers in above activities

Will require workshop expenses _____

_____
Librarian

JG/lr/sh

Appendix IV (c)

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WORKSHOP

HOLIDAY INN

2020 Monaul N.E.

RIF

Monday, April 29
Tuesday April 30

10 AM TO 4 PM

$3.00

Registration fee

Includes coffee and

lunch on Monday

payable at door

COOPERATING AGENCIES

Navajo Division of Education*
New Mexico State Library
National RIF Foundation

further questions?

contact Jane Gillentine
New Mexico State Library
827 2103
Santa Fe

Accommodation Information

	1 person 1 bed	2 persons 1 bed
Motel 6 1710 University N.E. Phone: 843-6100	$6.50	
4 Seasons 2500 Carlisle Blvd Phone: 268-		
	..50 (12.00 2nd floor)	$19.50 (16.00 2nd floor)
	$11.00	$18.00

* To accommodate Mrs. Ronan's tight schedule, the Albuquerque workshop included participants in both the New Mexico State Library RIF projects and the Navajo Division of Education's tutoring program. These two activities operated separately and distinctly from each other.

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Appendix IV (d)

May 1, 1974

LIST OF PEOPLE ATTENDING RIF WORKSHOP
APRIL 29 & 30, 1974

1. Jane Roby
   Mosquero, NM 87733

2. Lou Brooke
   Southwestern Regional Library
   1001 West Street
   Silver City, NM 88061

3. Faye Lerman
   Eastern Plains Regional Library
   P.O. Box 1191
   Tucumcari, NM 88401

4. Mike Silva
   Mountainair, NM

5. Ed Gurule
   Box 336
   Cuba, NM 87103

6. Mrs. Vi Hollis
   Northeastern Regional Library
   Box 97
   Cimarron, NM

7. Jay Johnstone
   Northwesrern Regional Library
   315 W. Reinken
   Belen, NM

8. Floyd Mansell
   c/o Magdalena Schools
   Magdalena, NM 87825

9. Paul Tatter
   Rt. 4 Box 14D
   Santa Fe, NM 87501

10. Gishey, Lawrence
    Youth Development Program
    Navajo Nation
    Window Rock, Arizona 86515

11. Katy Rotan
    Southeastern Regional Library
    P.O. box 517
    Lovington, NM 88260

12. Marilyn Herman
    Roy Schools
    Roy, NM 87743

13. Virginia Self
    Roy, NM 87743

14. Mrs. Janet M. Langford
    Rt. 5 Box 5437
    Albuquerque, NM 87123

15. Frank Gwynn
    Allied Book & Educational Resources
    1597 San Mateo Lane
    Santa Fe, NM 87501

16. Mrs. Ruth Wuori, Librarian
    Clovis-Carver Public Library
    115 West 8th
    Clovis, NM 88101

17. Mrs. Celsa Quintana, Librarian
    Espanola Public Library
    P.O. Box 848
    Espanola, NM 87532

18. Mrs. Betty Lloyd, Librarian
    Arthur Johnson Memorial Library
    244 Cook Avenue
    Raton, NM 87740

19. Glee Wenzel
    Santa Fe Public Library
    P.O. Box 2247
    Santa Fe, NM 87501

20. Mrs. Concha Encinias, Librarian
    Moise Memorial Library
    208 5th Street
    Santa Rosa, NM 88435

21. Mrs. Margaret Laumbach, Librarian
    Fred Macaron Library
    P.O. Box 726
    Springer, NM 87747

22. Steve Brogden, Librarian
    Harwood Foundation Library
    P.O. Box 766
    Taos, NM 87571

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23. Fern Cooper
Youth Social Development
NAD
Mescalero, NM 88340

24. Mrs. Jo Anderson
Alamogordo, NM

25. Woody Anderson
412 East Tycksen
Farmington, NM 87401

26. Mrs. Avis Southall
Farmington, NM

27. Elena Duchover
Espanola, NM 87532

28. Ruth Trujillo
Raton, NM

29. Lois Thomas
Santa Rosa Schools
Santa Rosa, NM

30. Georgia Brisell
Santa Rosa, NM

31. Muriel Rideman
Taos, NM

32. Elaine Oravecz
Roosevelt A. Montoya School
Tijeras Canyon
New Mexico

33. Mrs. Enneking

34. Kitty Hoffman
San Antonito, NM

35. Phyllis Payne
San Antonito, NM

36. Johnny Caton
Albuquerque, NM

37. Albert Ortega
Santa Fe Schools
Santa Fe, NM

38. Antonio Lopez
Santa Fe Schools
Santa Fe, NM

39. Robert A. Lopez
Santa Fe Schools
Santa Fe, NM

40. Doris Gregor
New Mexico State Library

41. JoAnn Varela
New Mexico State Library

42. Sandra Haug
New Mexico State Library

43. Jane Gillentine
New Mexico State Library

44. Alta Padilla
Magdalena, NM

45. Rita Tannan
Santa Fe Public Schools
Santa Fe, NM 87501

46. two women came with Rita Tanen

48. Five Indian students from Alamo came with Floyd Mansell c/o Magdalena Schools
Magdalena, NM 87825

53. Dorothy Holmes, Librarian
Socorro Public Library
401 Park Street NW
Socorro, NM 87801

54. three volunteers and one mother came with Mrs. Holmes.

Total attending: 58

RIF

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Monday, April 29
Tuesday April 30

10 A M TO 4 P M

FOR IMMEDIATE RELEASE

Community representatives of _____ attended a training workshop for the Reading Is Fundamental project involving _____ children in the area. R I F is a national organization which promotes motivation for reading by allowing children to select and to keep books of their own choice. The R I F project for this community is made possible through the cooperative efforts of the _____Public Library and the New Mexico State Library. The interest and support of the (community group) _____ were the key factors in bringing R I F to _____.

The two day Reading Is FUN-damental workshop was held in Albuquerque April 29 and 30 to train community representatives and public librarians and a group of Navajo volunteers to conduct R I F programs in 22 communities this summer. Participants heard about the ordering and distribution procedures for "R I F days" whereby certain groups of children will be allowed to select and keep books of their choice.

Members of the National Foundation who conducted the workshop were Barbara Ronan of Scottsdale, Arizona, Donna Stevenson, Maurine McDonald from Washington, D.C., and Tina Bradley of Phoenix, Arizona. R I F promotes motivation for reading by allowing children to select and keep books of their own choice.

The New Mexico State Library spearheaded the development of projects in the state and in cooperation with public libraries sponsored the present projects. Approximately 1688 children in the state will receive at least five books of their own choice. Communities include Tijeras, Alamogordo, La Luz, Socorro, Espanola, Farmington, Raton, Santa Rosa, Springer, Taos, Clovis, Alamo, Mescalero, Roy, Mosquero, Canoncito, Truchas, Ojo Sarco, Mountainair, Tesuque, Punta and Manzano.

xx